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Jury Awards \$15,000 To Agent Who Lost Big Case To Clients' Employee

By ROBERT B. MITCHELL

NEW YORK—Merril P. Arden, general agent here for National Life of Vermont and president of Assn. of Advanced Life Underwriters, won a \$15,000 jury verdict from two former clients, following trial in supreme court here, on the ground that they got him to work up an elaborate business insurance plan but then bought the insurance—\$915,000 worth—through the controller of one of their corporations, who got himself licensed so as to handle the case.



Merril P. Arden

Interest and costs awarded to Mr.

Arden brought the total to \$17,692. The defendants have served notice of appeal.

A second count in the suit, asking treble damages of \$120,000, was dismissed. It alleged that the two clients, Richard and Irwin Freydborg, along with Controller Seymour Schwartz and Saul B. Ackerman, retired New York University insurance professor who had been called in by the clients as a consultant, conspired to deprive Mr. Arden of his commissions "by contriving the licensing of defendant Schwartz as a life insurance agent and causing said insurance to be written and placed in his name or the name of a corporation organized by him or them for that purpose."

Professor Ackerman's lawyer moved to dismiss the second count as against his client without the latter's testifying or the case going to the jury, on

the ground that Mr. Arden had not shown that Professor Ackerman was aware of any understanding between the clients and Mr. Arden, that the latter was to write the insurance, and that even if Professor Ackerman had tutored Mr. Schwartz for the license examination it would not have been illegal to do so or to aid him to obtain a license as a life agent.

Denied Tutoring Controller

Professor Ackerman had acknowledged in the pre-trial examination that he had been asked by Mr. Schwartz and one of the Freydborgs if the controller could be licensed as a life agent to write the business and had said yes, but denied he had ever tutored Mr. Schwartz.

The trial judge apparently agreed with this contention and dismissed the second count as to Professor Ackerman.

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Field-Home Office Parleys Urged As Closer Of Schisms

N. Y. State Assn. Takes Action; Also Backs Charles Anchell For NALU Trustee

The holding of annual or more frequent conferences between committees representing New York State Assn. of Life Underwriters and the life company presidents as a means of helping to close the "widing schisms" between home offices and the field was urged by the association's president Harry K. Gutmann, Mutual of New



Charles Anchell



Harry K. Gutmann

York, at the fall delegate meeting at Binghamton.

The suggestion was adopted by the association.

The association also endorsed Charles Anchell, agent of New York Life, New York City, as a candidate for trustee of National Assn. of Life Underwriters.

Mr. Gutmann's suggestion came at the end of a vigorous and vividly worded presidential report in which he questioned whether the agency system could long survive the treatment it is getting from various quarters. The purpose of the field-company conferences, he suggested, would be to "jointly explore the problems that

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October Ordinary Sales Drop 1%, Up 6% For 10 Months

Ordinary sales during October were \$4,241,000,000, a decline of 1%, while ordinary sales for the first 10 months totaled \$41,601,000,000, a 6% increase, according to LIAMA.

Total sales of all types of life insurance were \$5,780,000,000 in October, a gain of 3%, and for the first 10 months were \$55,349,000,000, up 2%.

October group sales amounted to \$364 million, a 37% increase, and during a decline of 13%. Group figures represent new groups set up and do not include additions to group contracts already in force.

Industrial sales in October totaled \$585 million, a 6% drop, and for the 10-month period were \$5,724,000,000, off 2%.

Miss Grobert Honored By Los Angeles Assns.

Nancy Grobert, executive secretary of Los Angeles Life Underwriters Assn. for six years, was honored at a luncheon by 100 local life insurance leaders. She was recently appointed executive director of General Agents & Managers Conference in Washington, D.C., and she will assume her duties there Dec. 1.

She has served as executive secretary of Life Insurance Managers Assn., Los Angeles chapter of CLU and the Quarter Million Dollar Round Table of Los Angeles.

Miss Grobert was given a This Is Your Life program and gifts from presidents of the local life insurance organizations.

Sommers, International Bank Executive, Named Equitable Senior V-P

Davidson Sommers, vice-president of the International Bank of Reconstruction & Development (World Bank), has been elected senior vice-president and general counsel of Equitable Society. Mr. Sommers will join Equitable Feb. 1.

Also effective Feb. 1 are the appointments of Warner H. Mendel and Leo D. Fitzgerald as vice-presidents and general solicitors. Mr. Mendel is vice-president and counsel, investments, and Mr. Fitzgerald is vice-president and counsel, insurance.

Received Law Degree In 1930

Mr. Sommers received his law degree from Harvard Law School in 1930 and for the next seven years was with the New York law firm of Parker & Garrison, later Parker, Finley & Garrison. He became assistant corporation counsel of New York City in 1938 and the following year returned to general law practice as a member of the law firm of Parker & Duryee.

During World War II he was named assistant executive to the Assistant Secretary of War and in 1945 was appointed special assistant to the Secretary of War.

He joined the legal department of the World Bank in 1946 and became general counsel in 1949. From 1956 to 1958, he was general counsel of the International Finance Corp., a World Bank affiliate, in addition to his duties with the bank.

United L.&A. Sales Increase 10%

New business of United Life & Accident during the first nine months totaled \$73,391,436, a 10% increase. Ordinary sales for the nine-month period were \$65,749,137.

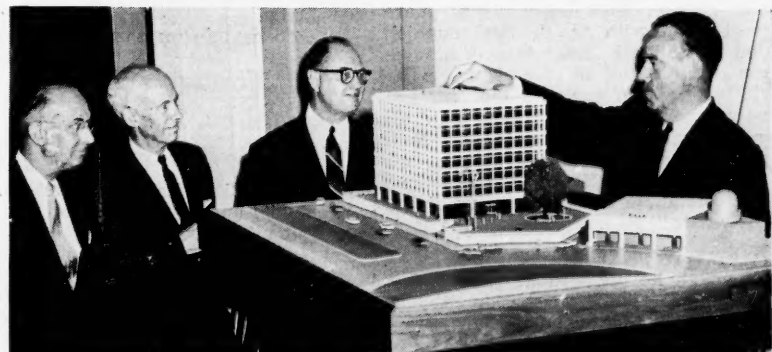
NALU's New Committee To Coordinate Federal Legislative Activity

WASHINGTON, D.C.—A committee for coordinating all of NALU's federal legislative activities has been appointed by William S. Hendley Jr., NALU president.

Chairman of the unit is John Z. Schneider, Connecticut General, Baltimore, who also heads the federal law and legislation committee. Other members are Albert C. Adams, John Hancock, Philadelphia, chairman of the committee on social security, and Thomas R. Buchanan, New York Life, Washington, D.C., chairman of the committee on affairs of veterans and servicemen.

The special committee's function will be to develop a more coordinated

(CONTINUED ON PAGE 14)



Viewing architect's model of new seven-story John Hancock building to be erected in New Orleans are, from left, Reginald B. Miner, Hancock vice-president in charge of city mortgages and real estate; Byron K. Elliott, president; Leon Erwin Jr., general agent at New Orleans, and William S. Brown, partner of Skidmore, Owings & Merrill, architects. Ground will be broken for the building early in 1960 and construction is scheduled for completion in the spring of 1961. It will have 60,000 square feet of office space and basement garage facilities for 100 cars.

AT N.Y. ACTUARIAL DINNER:

Student Finally Learns, 'The Rate Of Claims Is Lower For The Dames'

"The rate of claims is lower for the dames." Only in this way was Sadie, the waitress able to remember the comparative mortality of males and females and go on to become an actuary. And a good thing it was, too, for Dr. T. N. E. Ruskin, imperial vice-president and chief actuary of Pirate Life, who had bet two members of his staff that in two years he could make an actuary out of the gum-chewing waitress who was serving them lunch.

All this, and much more, occurred in the comic skit presented at the joint fall dinner of the senior and junior branches of the Actuarial Club of New York. The skit was put on by a group of New York Life actuaries.

At Concave Table

Six months after making his rash bet, Dr. Ruskin and the two staff members, Messrs. Rufus and Ballantini, are seated in Dr. Ruskin's private confer-

ence room at a very unusual table, which, as the narrator explains, is concave so that if anyone loses his marbles they will roll to the middle and can be retrieved. Sadie too, is present for a check-up on her progress.

"Sadie, if the chance of living is two-thirds, what is the chance of dying?" she is asked.

"Youse actuaries are so morbid."

"Come, Sadie, you must get over being so squeamish. If the chance of living is two-thirds, what is the chance of dying?"

"It depends."

"Spoken like a true actuary!" exclaims Dr. Ruskin.

But Sadie falls down on the malevs-female mortality question, not having yet learned the couplet about the rate of claims being lower for the dames. But she does have a good answer about what a man should do if

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(CONTINUED FROM PRECEDING PAGE) arise in any one period, to analyze together the trends of our business and where they may ultimately lead us, to learn the reasons and causes for company action in a particular direction, to interpret for the companies the probable field reaction to certain changes and to interpret to the field forces at large the bases for company attitudes and actions."

"These discussions would not take final decisions away from the companies," he pointed out. "Such a meeting might have rendered unnecessary the insurance department's wrist-slap on minimum deposit. Company actuaries might prove to us that our fears of the assessment aspects of today's association group insurance are old-fashioned, that there is no danger to or misleading of the buyer, by virtue of new scientific and actuarial studies and methodologies.

Committee Already Formed

"I cite these as a few of the areas in which such a joint meeting of the committees would serve a constructive purpose. Our committee is already in being and even more, it has already acted to enlist the support of one or two company presidents in the creation of a company committee.

"Let us, then, explore the 'economic musts' that dictate industry shifts and change, that together we may meet them with the 'ethical oughts' and the ethical imperatives that are the guideposts of all men of good will. At least within our own industry let us reverse the present immorality of our times. Our committee is ready and prepared. We ask the companies of this state of New York to create a similar committee to meet with us at an early date."

Hits At Association Group

Though he hit hard at various developments that he considered destructive, Mr. Gutmann landed particularly hard on association group, saying that minimum deposit, which he had just been criticizing, "does not compare to association group as an ultimate destroyer of the agency system and the career agent."

"There are cost factors, assessment aspects, built-in impermanence, an ultimate vanishing of protection, that make association group life an illusive

and unreliable protection for the buyer," he warned. "In any amount, large or small, we oppose it. If the insurance department has cause to wonder why we in the New York state association oppose association group, even for a small \$2,000 amount, as the department suggests, then let us remember what has happened, for example, to association A&S limits.

"Who among us does not know hundreds of professional men who maintain \$1,500 monthly, and more, of disability income from their various societies, hospitals and associations, at the same time that we as individual policy salesmen find ourselves confined by our company's participation limits to much lower amounts?

"It won't happen in association group life? Well, if you haven't already heard, then let me be the first to tell you that the New York State Bar Assn. will shortly announce that one of our great New York companies will underwrite a new plan that will afford every state bar association member an opportunity to buy up to \$40,000 of group life insurance on a franchise basis, non-medically. And their employees may apply medically up to \$10,000. This amount, on top of the \$10,000 and \$20,000 of the American Bar Assn. plan, gives a lawyer a potential \$60,000 base of group insurance before you and I go to work.

"Another example: Another great

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N. Y. C. Managers To Elect Officers, Dec. 2; Maduro Will Speak At Luncheon

New York City Life Managers Assn. will hold its annual election luncheon in the South Carolina Room of the Hotel Astor, Dec. 2. In the program portion of the meeting, Denis B. Maduro, New York attorney, will discuss "Some Basic Principles in Estate Planning."

Mr. Maduro, who is in individual law practice, specializes in estate planning, executive compensation plans and pension and profit plans. He is the author of numerous articles in legal, banking and insurance publications and special counsel to New York City Life Underwriters Assn. and to Million Dollar Round Table.

Munich Re Forms Life Reinsurer

Munich Re of Munich, Germany, has organized Munich American Reinsurance Co., a Georgia corporation with headquarters in Atlanta, to write life reinsurance business in the U. S.

Munich American is wholly owned by the four German insurers headed by Munich Re. It is applying for a license to do business in Georgia and will apply for similar licenses in other states as its business expands. The company has an initial capital and surplus funds available as the development of Munich American's business requires.

Directors of the new company will be Dr. Alois Alzheimer, president of Munich Re; Dr. Hans Goudefroy, president of Allianz Versicherungs-Aktiengesellschaft of Munich, a member of the group of insurers; James Izerillo, president of Munich AManagement Corp., the corporate manager of Munich Re's U. S. branch; Thomas A. O'Boyle, member of the New York law firm of Shearman & Sterling & Wright; Lothar Sudekum, U. S. manager of Union Re; Frank T. Davis, vice-president of First National Bank of Atlanta; Robert S. Sams, member of the Atlanta law firm of Troutman, Sams, Schroder & Lockerman; Reed A. Blackwell, vice-president of Gordon Foods; Herman Boozer, vice-president of Georgia Power Co.; Frank M. Malone, vice-president of Southern Bell Telephone & Telegraph, and A. H. Sterne, vice-president of Trust Co. of Georgia.

The new company is the result of almost four years of study by the German group, which led to the conclusion that Atlanta is the logical headquarters for the operation. It is the hub of one of the more rapidly expanding economic areas of the U. S. Also, in Atlanta the new company will be favorably situated to furnish reinsurance services to the relatively large number of new life insurers which have been formed in that area in recent years. The new company will confine its operations to reinsurance of other life companies.

Munich Re is the second largest company in the world engaged solely in reinsurance operations. It is active in more than 100 countries and its branch operation in the U. S. has capital and surplus funds in excess of \$8 million, with offices in New York and Atlanta. It has a similar branch in Canada, and a wholly-owned Cuban subsidiary which does business throughout Central and South America.

The Julian S. Myrick board room at NALU's new headquarters takes another step towards becoming an accomplished fact as Mr. Myrick, chairman of American College, left-center, receives the first check from David B. Fluegelman, Connecticut Mutual, a past president of NALU and also of the

New York State association, and currently chairman of NALU's group insurance committee. Arthur L. Sullivan, Fidelity Mutual Life, state chairman of the building fund raising committee, left, and Benjamin D. Salinger, Mutual Benefit Life, New York City fund raising chairman and past president of the state association, right, look on. The state association is going to furnish and decorate the board of directors room in honor of Mr. Myrick.

S. D. Investor Says Old Line Life Needs More Zip

Replacement of the management of Old Line Life of Milwaukee is sought by a group of dissatisfied stockholders headed by E. C. Rhodes, Aberdeen, S. D., investor, who is offering to buy enough stock at \$70 a share to obtain control. Mr. Rhodes is reported to be the largest single stockholder of Old Line Life.

Letters from both Mr. Rhodes' group and the company management have been going out to stockholders with regularity in recent weeks.

Interviewed by one of the Milwaukee papers, Mr. Rhodes is quoted as saying "We don't want representation on the board, we just want some real competent Milwaukee men in the management of the company . . . some good Milwaukee brains, which they don't have now. The present management has just been pathetic."

He charged that management dismissed Forrest D. Guynn, vice-president and director of agencies within the month. Mr. Rhodes is quoted as saying, "Guynn was the only man who ever has produced for the company."

Letter States Charges

A letter to stockholders from Mr. Rhodes' group expressed dissatisfaction with company management and said the directors reduced the dividend from \$1.25 to \$1 a share in 1958. The letter added that the group "desired additional shares to protect their investment and to obtain a voice in the management of the company."

The management, in one of its letters to stockholders, said the demand of the Rhodes group was that the president, M. T. Ryan, and the executive vice-president resign and that operating control be turned over. The Rhodes group, management states, demanded that it be permitted to elect a new president, a new chairman of the executive committee and a new chairman of the finance committee, or else, management said, a proxy battle would ensue.

The Rhodes group is said to own or control 30,000 of the 100,000 outstanding shares of Old Line Life. In a second letter to stockholders, they charged that in a comparison with 23 other companies, from 1940 to 1958, Old Line Life "was never higher than 22nd" in interest earnings; was "last in percentage growth of capital and surplus" and 23rd in percent of growth of insurance in force. It was added that

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JOSEPH L. MARION

"Franklin really IS the next pasture..."

Marietta, Georgia
September 29, 1959

Mr. F. J. Budinger, Executive Vice President
Franklin Life Insurance Company
Springfield, Illinois

Dear Bud:

When I read last month's ad in the insurance magazines, "This is the Next Pasture," I experienced a touch of nostalgia. You see, for a short time, some years ago, I tried the other side of the fence, made a modest living, and wondered if life insurance really offered the financial rewards a successful agent should expect.

Fortunately I "took the bull by the horns," jumped the fence back into the Franklin pasture, and my "wallet anemia" vanished. As you know, I have received President Becker's personal assistance on several occasions in closing substantial sales. When I require special service from our Underwriting, Medical, and Actuarial Departments, I get it from the top with speed and efficiency, enabling me to devote my time to selling, with a minimum of delays and red tape. My Home Office associates are in reality working partners.

I am now a life and qualifying member of the MDRT. Over the past five years my cash earnings have averaged better than \$30,000 annually. In addition to playing golf twice a week, last year my wife, daughter and I spent six weeks in Europe; this year in the Pacific Northwest and Canada.

Believe me, Bud, you were right. This is the greatest business in the world, and thanks to Franklin Life, I am in the right pasture.

Cordially,
Joseph L. Marion

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted
exclusively to the underwriting of Ordinary and Annuity plans
Over Three and a Half Billion Dollars of Insurance in Force*



Laud Pre-Contract Activity As Screening, Training Procedure

Pre-contract training as a means of getting new agents off to a good start and preventing the ill-adapted from being put under contract got a large share of attention at the annual meeting of LIAMA at Montreal.

Describing the California-Western States Life's use of pre-contract training, W. D. Daniels, 2nd vice-president and director of training said that for every three men his company starts in pre-contract training, only one is put under contract.

Favors 100% Use

"We have kept very careful comparative records on the success of pre-contract trained men, and the results are such that we want to do a 100% pre-contract training job through the field, without exception, just as soon as possible," said Mr. Daniels.

Stressing the advantage of pre-contract training as a selection tool, Mr. Daniels said that, "if we were giving

this thing its proper name I think it would have to be called pre-contract selection." Other advantages are the savings the company makes in financing and the stimulus to recruiting.

To make the program work, a manager must step up his recruiting activity, and if he steps up his recruiting activity he can't help but do a bigger and better job in production.

"It goes without saying," said Mr. Daniels, "that in a six weeks' pre-contract training period we can do a much better job in preparing the new man for business than we can in a two-week office training period. We have more time for drill and rehearsal, more time for development of skills, we are able to equip the man with more lasting habits, and his attitude is better."

The California-Western States program calls for trainees, preferably three or four as a group, to get together one night a week and also

Saturday mornings for three hours over a period of six weeks.

To get a "work sample" of the prospective agent, the man is required to learn a sales talk and also a prospecting talk so that before he gets under contract he is making actual prospecting calls in the field on people he knows, to see if he would actually like to do the things a life insurance agent has to do. From the people he knows he gets names of people he doesn't know. Then the company goes one step further and has him make a few prospecting calls on these people he doesn't know.

Poor Bets Drop Out

"If he can do this successfully we feel we have got the makings of a pretty good agent," said Mr. Daniels. "I might add that we have found that this field exercise has caused many men to terminate negotiations and thereby has avoided some costly errors on our part and on the part of the prospective agent."

Arnold Berg, agency vice-president of Indianapolis Life, said it is compulsory for new men recommended for financing in his company and is strongly urged for all new men.

Pre-contract training includes completion of 10 lessons from a manual for agents, completion of an abbreviated rate book and application questionnaire, learning of the company's insurance savings plan sales talk, the listing of at least 100 names of prospects to whom the agent can present this sales talk, and the learning of the prospecting talk.

Mr. Berg said there has been an increase in the number of people who terminate negotiations in the pre-contract period and this eliminates those who are not genuinely interested in a career opportunity. It has increased the first-year survival rate of new agents and it gives a faster start for the agent who is hired under this procedure. However, the company has not been able to draw a conclusion on the difference in first-year production between agents who have or have not had pre-contract training.

Cuts Financing Costs

The two chief advantages of pre-contract training, said Mr. Berg, are its use as a selection device and reducer of financing costs. It has brought about an increase in selection consciousness among general agents and it separates the prospective agents who are definitely interested in a career from those who simply want a salary. The program has made the general agents more cost conscious, with the result that some agents are placed on annualized commissions rather than on the company's career compensation salary plan.

L. W. Butt, field training officer of Imperial Life, said the big advantage of pre-contract training is that the man has a unique opportunity to examine the new job before severing his present connection. This is important because Imperial deals almost entirely with applicants who are now currently employed and oftentimes are quite happy in their work "until we disturb them." The program enables the manager to interest a better grade of recruit on a look-see basis.

Quotes Research Report

Introducing the session on pre-contract activity, Clifford L. Morse, agency vice-president of Phoenix Mutual and chairman of the LIAMA education and training committee, quoted statistics from the LIAMA research study on 67 ordinary compa-

Spence Meets With NALU Fund-Raisers

WASHINGTON—Leaders of 90 local life agents' associations in five southeastern states gathered at a series of special strategy meetings Nov. 10-20 to discuss the progress of the NALU fund-raising campaign with Eber M. Spence of Indianapolis, who is directing the campaign.

Attending the sessions in Kentucky, Tennessee, Georgia, Alabama, and Florida, were local fund-raising chairmen and committee members and local association officers.

Mr. Spence's purpose in making a swing through five states was to obtain "how to do it" ideas from local chairmen. These ideas will be passed along to the local associations taking part in the effort to raise funds to pay for and equip the new Washington, D. C. headquarters building.

Ariz. Department Names Bentzin Chief Actuary

The Arizona department has appointed Charles G. Bentzin, who is a fellow of Society of Actuaries, as chief actuary. The department announcement pointed out that there are only two other state insurance departments staffed with a fellow of the society as chief actuary.

Mr. Bentzin went with Connecticut General Life in the actuarial department upon graduation from the University of Wisconsin in 1954. He remained with the company until 1957 when he entered military service in the comptroller's office of the army finance center as a computer programmer and systems analyst.

American Family Life, the subsidiary of Farmers Mutual Auto of Madison, set what is believed to be a new record when it entered Iowa Oct. 1 and in a single day had production of \$2,049,280 in ordinary paid for.

nies, covering the period from 1950-57. These showed that at the end of five years "we have only 11 men to show for the 100 originally contracted."

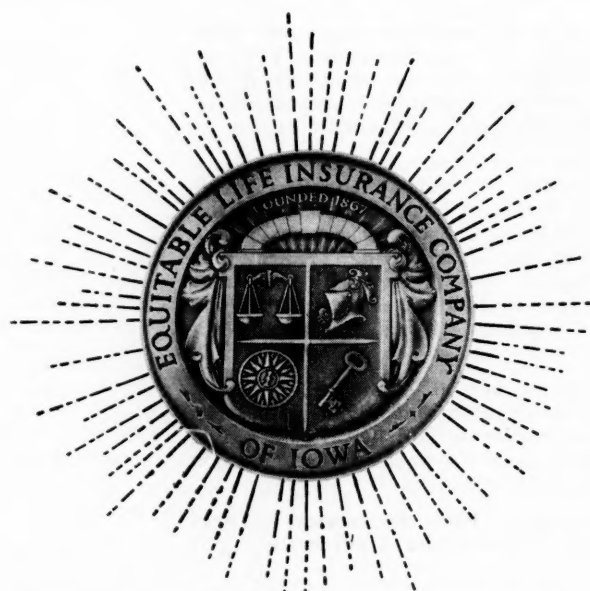
C. B. Metzger, vice-president of Equitable Society and vice-chairman of the LIAMA education and training committee, who introduced the panel discussion, said that progress has been made toward almost complete adoption of pre-contract activity in the industry today because of higher financing amounts, tighter validation requirements, losing too many agents being more public relations conscious, greater difficulty in getting qualified agents, losing training and supervisory time on ultimate failures, and the fact that terminators become sour on the life insurance career and life insurance as property.

Many Companies Active

Mr. Metzger mentioned that many companies are active in this area, and cited as evidence of this fact that 160 companies had reported in a recent LIAMA survey of pre-contract training.

The need for pre-contract training was entertainingly and dramatically set forth in a skit, "Could We Have Known," put on by members of the LIAMA staff.

The closing speaker, who talked of LIAMA's career orientation program was Charles K. Reid II, associate director of company relations of LIAMA, followed by Mr. Morse, who summarized the program.



THE EMBLEM OF SECURITY

... portrays the qualities, purposes and ideals of the Company. The circle for unity; the arch, stability; the oak leaves, maturity and endurance; the shield, strength; the scales, justice; the helmet, protection; the compass, direction; the key, friendship. A company dedicated to the service of its policyholders and keyed to Career Life Underwriters.



Equitable
LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

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Notable Array of Speakers Lined Up For LIA Meeting

NEW YORK—Henry Cabot Lodge Jr., U. S. representative to the United Nations, and Sen. Bush of Connecticut are among the prominent personages scheduled to address the annual meeting of Life Insurance Assn. of America at the Waldorf-Astoria, New York, Dec. 9-10.

Other highlights of the program will be a panel discussion on the trend of savings through life insurance, in which leaders both from within and outside the business will participate, a review of current problems in the business, including those in the accident and health insurance field, and an address by Devereux C. Josephs, former chairman of New York Life.

Panel On Insurance Savings

Roy L. Reiersen, vice-president and chief economist of Bankers Trust Co., New York, Donald C. Slichter, president of Northwestern Mutual, William M. Anderson, president of North American Life of Canada, Charles H. Schaaff, executive vice-president—insurance, of Massachusetts Mutual Life, and James J. O'Leary, LIA director of economic research, will make up the panel on life insurance savings.

An entire session will be devoted to the discussions, which will cover the reasons for the current trend, its general economic implications with special reference to the capital markets and the savings-investment process, and the question of what the life insurance business can do to increase the flow of these savings. A question and answer period will follow.

Myers Will Open Session

An address by Clarence J. Myers, president of LIA and of New York Life, will open the sessions the morning of Dec. 9. This will be followed by an address by Philip F. Howerton, general agent of Connecticut Mutual Life at Charlotte, N. C. There will also be reports covering life insurance investment experience in 1959, life insurance in force, new business and disbursements to policyholders and beneficiaries.

Sen. Bush will be the speaker at the luncheon on Dec. 9. A member of the Senate banking and currency committee, he also serves on the joint economic committee and has participated extensively in its studies of the problems of inflation, economic growth and employment. It is expected that his address will deal with current fiscal and monetary questions.

The panel discussion on the trend of savings through life insurance will take place at the afternoon session.

Will Discuss Current Problems

Mr. Josephs will be the first speaker the morning of Dec. 10. He will discuss education, a field in which he has long been active, serving in such posts as chairman of President Eisenhower's committee on education beyond the high school, chairman of the Ford Foundation committee that allocated funds to colleges, hospitals and medical schools, throughout the country and, more recently, as an overseer of Harvard College.

The remainder of the Thursday morning session will be devoted to the discussion of current problems.

Mr. Lodge will speak at the lunch-

eon on Thursday. He has been U. S. representative to the United Nations since 1953, one of his recent assignments being to escort Russian Premier Khrushchev on his tour of the United States.

Charles J. Zimmerman, president of Connecticut Mutual Life, is chairman of the committee in charge of arranging the program for the meeting.

Allen Is Executive V-P Of Home Life Of N. Y.

J. Finlay Allen, former senior vice-president of Home Life of New York, has been advanced to executive vice-president.

Mr. Allen began his career with Home Life in 1929 in the actuarial department. In 1933 he became assistant secretary and was appointed secretary in 1941. He advanced to vice-president in 1950 and was named a director and senior vice-president in 1958.

Mr. Allen, a fellow of Society of Actuaries, is past president and former director of LOMA.



J. Finlay Allen

T. K. Williams Misidentified



T. K. Williams

Williams, whose correct identity accompanies the item, was assistant treasurer of Southern Old Line Life before joining Republic National. Southern Old Line in 1941 was merged with Republic National. In 1957, Mr. Williams became assistant secretary of Republic National in charge of home office services.

WLRT Chairmen Named

NALU's Women Leaders Round Table has appointed the following chairmen to their respective committees: Norma W. Bard, Phoenix Mutual Life, Manhattan Beach, Cal., bylaws and legislation, and Ethel B. Karene, Union Central Life, New York, education.

The past education committee, headed by Florence McConnell, John Hancock, Galesburg, Ill., and B. B. MacFarlane, Pan-American Life, New Orleans, is continuing its liaison work with Purdue University and Southern Methodist University.

Gleaners Reelected Ransford

R. G. Ransford has been reelected president for a third term by Gleaner Life of Birmingham, Mich. He has been with Gleaner Life since 1934 and is the current president of National Fraternal Congress.

Washington National is holding an open house Dec. 4 to mark the completion and occupancy of a new addition to the home office building.

Beneficial Standard Explains Credit Card Coverage

Beneficial Standard Life, in a statement made by Vice-president Alfred L. Golden, has explained the background behind its issuance of comprehensive travel accident coverage through Diners' Club cards.

Mr. Golden said the company believed that the trend to make more purchases through credit cards, coupled with "an evident need for coverage could be wedded to media of mass communication and the personal selling techniques characteristic of our industry."

Deny Advertising Monopoly

He said that "we do not believe that direct writers of insurance have a monopoly on advertising space and the air waves. We believe that independent insurance agents and brokers should avail themselves of the mass media . . . Pursuing similar logic there are no sound reasons for agents and brokers not to avail themselves to convenient, up-to-date methods of billing and collecting such as provided through national credit card organizations."

When the company experimented on the west coast and determined that credit card purchasing of insurance was popularly accepted, it extended the plan nationally and encouraged agents and brokers to use it, he said.

"Today, these independent agents obtain the advantages of mass advertising; in addition, the efficient credit mechanism of the Diners' Club and the Sheraton Hotels is placed at their

A&S Bulletins Has New Booklet On Income Tax And A&S

The Accident & Sickness Bulletins of the National Underwriter Co. has issued a 36-page booklet, "Federal Income Tax and Accident & Sickness Insurance," in answer to the demand for the reference information about income tax that has been assembled in the Sales Service of the bulletins. The information relates specifically to the sections of the internal revenue code of 1954 that govern compensation for injuries or sickness, accident and health plans, and contributions by the employer to A&S plans.

The booklet contains: (1) Answers to 20 questions that are most often asked about income tax in relation to A&S insurance; (2) the actual wording of the A&S portions and the medical expense portions of the code; (3) the detailed, authoritative A&S regulations prescribed by the Treasury Department; and (4) about 40 rulings of the Internal Revenue Service—those issued since the first of 1955 which relate to the A&S portions and medical expense portions of the code.

Price of the booklet is \$3 for four copies from the National Underwriter Co., 420 East Fourth Street, Cincinnati 2. Reduced prices apply for larger quantities.

disposal without any extra cost to them. Furthermore, the same coverage, at precisely the same rates may be purchased through independent agents and brokers without the use of credit cards. Whether cash or credit, the insurance agent receives the same regular commissions and renewals."

COMMONWEALTH LIFE

INSURANCE COMPANY

One of the Nation's billion-dollar companies, with more than 1000 successful Fieldmen . . . in seven states . . . from the Great Lakes to the Gulf Coast.



HOME OFFICE:
Commonwealth Building
Louisville
The Tallest, Finest Office Building in Kentucky

Insurance Advertisers Face Change, Opportunity In '60s, Fish Tells LAA

Insurance ads do a better job than any other class of advertising to create an image of dignity, honesty, integrity, and solidity in the minds of readers, according to James S. Fish, vice-president and advertising director of General Mills and chairman Advertising Federation of America,

who spoke before Life Insurance Advertisers Assn. at its annual meeting in Chicago.

Comments on the life insurance industry from a layman's standpoint, a look at the past 10 years and predictions for the next decade were also included in Mr. Fish's address.

The impact of what he called "wonderful new buildings" was emphasized by the speaker, who added:

Skylines Have Changed

"It seems to me that the skyline of every city has been changed in the last decade by imposing new life insurance buildings and I think, in general, this works favorably toward the industry. The only possible criticism I have heard goes something like this—'They must really be coining the dough to build structures like that'—which puts all the more burden on your adver-

tising to communicate the nature of your product and the integrity of your operations to prospects."

Calling himself a layman as far as life insurance advertising is concerned and admitting he is not familiar with insurance advertising objectives nor how they relate to the selling of policies, Mr. Fish presented a few specific challenges to the advertising men.

Speak Language Of Prospects

"First," he asked, "are you speaking the language of your prospects? I have the feeling when I talk with people in the insurance business that there is a lot of terminology that is familiar to them and which they use regularly in their conversation as well as their advertising but of which the consumer has a limited understanding."

"Words and phrases such as annuity, annuity, automatic premium loan, cash surrender value, deferred annuity, dividend addition, face amount, straight life insurance, term insurance—all these are part of your vocabulary and that of your agents, but how much does the average person understand of these?" he asked. "Isn't this one of the big jobs of advertising to educate people about what these terms mean and, more specifically, what they mean to them? It seems that almost every industry group develops a jargon all its own. If such is the case in the insurance business, then you had better assume some part of the responsibility in making this terminology known to your customers."

Similar Names Confusing

A second observation made by Mr. Fish had to do with the great similarity of names of companies. "I presume," he said, "there is a reason for this, but it can't help but confuse the consumer." Northwestern Mutual and Northwestern National certainly mean two different organizations and personalities, but does the consumer have this separation clearly in his mind? And the many state insurance companies where more than one company will have the state name as the major part of its company name can't help but lend a degree of confusion. And the use of initials in forming a coined name certainly needs a substantial degree of consumer development to be meaningful and to build the singleness of identity. "My caution here," he said, "is that when you do have names that could lead to confusion on the part of consumers within overlapping territories of operation, you work hard to develop a unique personality for your company—a personality that can be expressed through continuous advertising."

Urges Development Of Symbol

Mr. Fish's third observation related closely to the previous one and had to do with the development of a symbol or logotype for a company. This symbol would not only appear in every ad but should certainly extend to all other forms of company communications, the stationery, the calling cards and the buildings themselves. Closely allied with this symbol should also be a short and memorable phrase—preferably a selling phrase—that would express the personality of a company. In other words, he said it should not only identify, it should work.

A fourth observation by Mr. Fish was in the area of making ads work hand in hand with salesmen or agents. It seems, he said, that every insurance ad should communicate important

More Than An
Advertising
Slogan ...

"At Kansas City
Life, The Agent
is Key Man!"

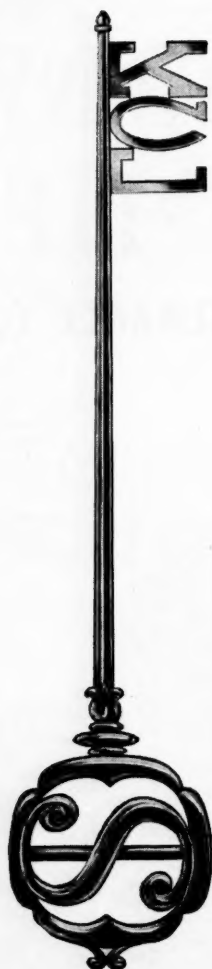


For nearly two years the phrase, "At Kansas City Life, The Agent is Key Man", has appeared in the advertisements of this Company. But, this is more than an advertising slogan, it is the Company philosophy of Kansas City Life.

In December of 1957, W. E. Bixby, President of Kansas City Life, announced to our Agency Force that our Company's goal was in placing an increasing amount of permanent cash value insurance, which would best serve our policyowners and at the same time adequately compensate our agents. We are pleased that this philosophy has resulted in a greater proportion of permanent insurance for the benefit of policyowners and their families and in increased commissions per sale. We remain firm in the belief that the policyowner is best served by a well-compensated, active, successful agent. So, at Kansas City Life the Agent continues to be the Key Man.

**KANSAS CITY LIFE
INSURANCE
COMPANY**

Broadway at Armour in
Kansas City, Missouri



Long-Term Government Bonds Interest Rate Boost Urged By Oates

James F. Oates Jr., president of Equitable Society, urged removal of the interest ceiling on long-term government bonds as a major step toward blocking inflation, in a speech on government financing at the Cleveland Rotary Club.

Mr. Oates said, "Despite the recent dramatic success of the 5%, four-year and ten months government notes,

the problems of the Treasury persist. Still more funding is required to meet seasonal deficits, and a huge amount of short-term debt will need refinancing in the months ahead."

He pointed out that in the past year the Treasury has had considerable success in selling short-term securities to business corporations which wanted to put surplus cash to work. When the steel strike is settled and business expansion continues, these companies will need their money to expand inventories and for delayed capital expenditure programs.

"Following the disappearance of the corporation market, the principal buyer of government securities will be the commercial banking system, which will create bank deposits incident to such purchases. The money supply will thereby increase and supply the base for an eventual resumption of price rises," Mr. Oates said.

"Thus," he declared, "does an outmoded and arbitrary interest ceiling force government financing at the very time when the inflationary potential of that financing is apt to be the greatest."

EDWARD J. DORE, Sr. entered the Life Insurance business in 1928, and was named General Agent for Berkshire in 1943. Sons Edward, Jr. and Thomas joined him in 1953 and 1955 respectively. All three have qualified as Life Members of the Million Dollar Round Table.

Insurance Teachers Voting For Officers; Results Next Month

J. Edward Hedges, professor of insurance Indiana University, heads the list of candidates for office in American Assn. of University Teachers of Insurance on ballots now in the hands of voting members. Mr. Hedges, who holds both a CLU and CPCU designation, served as 1st vice-president last year and is nominated for president for 1960.

Other officers on the ballot are Davis W. Gregg, president American College, for 1st vice-president; John S. Bickley, professor of insurance University of Texas, and Robert I. Mehr, professor of finance University of Illinois, for 2nd vice-presidents; and Joseph F. Trosper, insurance department chairman Southern Methodist, for secretary-treasurer.

Candidates for active (voting) member of the executive committee are Richard M. Heins, associate professor University of Wisconsin, and C. Arthur Williams Jr., professor of economics and insurance University of Minnesota. Candidates for associate member on the executive committee are George D. Haskell, director of education American Mutual Insurance Alliance, and William H. Wandel, director of research Nationwide.

Results of the balloting will be announced at the association's annual meeting in Washington, D.C., Dec. 27-28.

IAAHU Moving Toward 10,060 Membership

Good progress is being made toward International Assn. of A&H Underwriters' membership goal of 10,060, Rollie Slotten of Inter-State Assurance and membership committee chairman reports.

In moving toward the goal, membership challenges at the state level have pitted Wisconsin against Minnesota, North Dakota against South Dakota and Indiana against Illinois.

Earlier this year, new associations were formed at Columbia, S.C.; New Orleans; Winston-Salem, N.C.; Muskegon, Mich.; Evansville, Ind.; Fargo-Moorhead; and Duluth-Superior.

There are associations in the process of forming in Montgomery, Ala.; Moline-Davenport; Hawaii, and Rapid City, S.D.

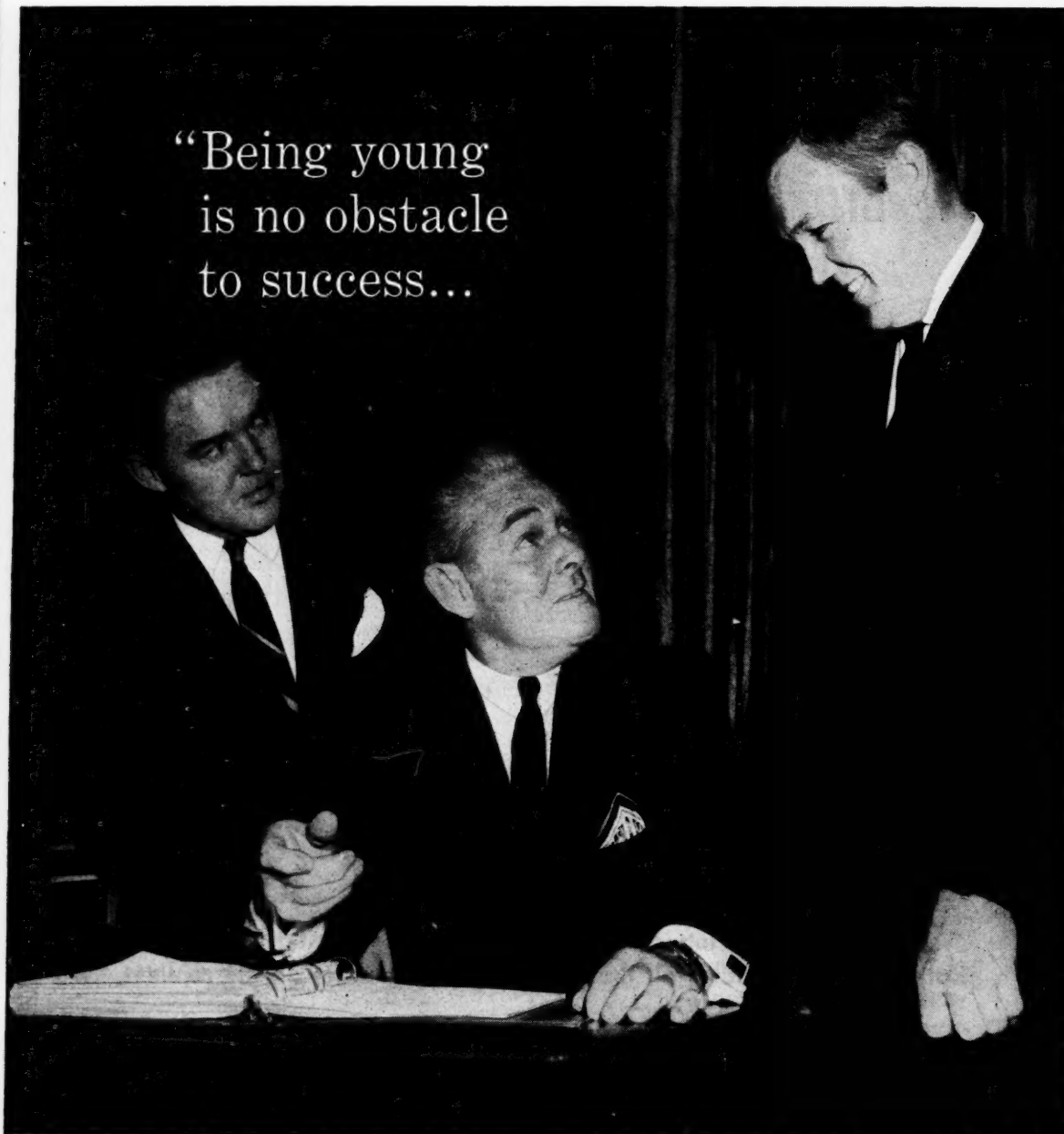
Ins. Co. Of Oregon Declares It Is Off To Flying Start

Ins. Co. of Oregon has sent to newspapers, through its public relations representatives, a "press kit" which describes how \$2,260,000 in stock was sold to Oregonians in 22 days, this being the largest amount of money ever raised in such a short time by an insurance company west of the Mississippi.

Hugh Earle, the immediate-past Oregon commissioner, is president of the company, which has an authorized capital of \$1,250,000 and which is already doing business in Oregon selling life and A&S.

The letter accompanying the "press kit" states that "one of the major purposes of the company's formation was to curb the outflow of Oregon's prime investment money to other parts of the country."

American Mutual Life reported a 15% gain in ordinary life in October over the same month last year.



... in Life Insurance selling. In most businesses, a son must wait till his father is too old to enjoy the flavor of success before tasting it himself."

"You've certainly helped us develop our production, Dad. But hasn't there been some two-way traffic on that street?"

"You bet there has! Right here in this office, we actually have a scaled-down replica of Berkshire's field-management philosophy. Berkshire believes nobody has a monopoly on experience. Ours can help a hundred other Agents, and theirs can help us. That's the whole point of Berkshire's Continuous Training Program. And you boys prove how effective it is! Both of you won Life Membership in the Million Dollar Round Table with your first three years' production."

"With the pace you set, Dad, we had our work cut out for us."

"Remember, the fact that we represent a Company with a 108-year reputation for sound management and service to policyowners has paved the way for much of our success. And Berkshire's modern training techniques have shown us better production methods. Anyone looking for success while he's young enough to enjoy it will find that today Berkshire presents the greatest opportunity for personal growth in the industry."

BERKSHIRE
LIFE INSURANCE CO.

Life, Accident & Sickness, Pension Plans, Annuities
George D. Covell, C.L.U., Agency Vice President
PITTSFIELD, MASS. • A MUTUAL COMPANY • 1851



Wins \$15,000 Verdict From Former Clients

(CONTINUED FROM PAGE 1)

man, and also, on the same ground, as to Mr. Schwartz. This count was dismissed against the Freydbergs on the ground that their offense, if any, was a breach of contract and not a conspiracy.

Motions On First Count Failed

The Freydbergs tried without success to have the first cause of action against them thrown out. The judge denied their attorney's motion to dismiss the first count, and after the jury brought in its verdict for Mr. Arden, the judge also denied the Freydbergs' motion to set the verdict aside.

In defending against the breach of contract claim, the Freydbergs stressed the point that they could not be liable for commissions, since those would have been paid by the insurer and the defendants could not legally have paid them. But Mr. Arden's counsel emphasized that the suit was not for commissions but for damages resulting from the clients' renegeing on their implicit understanding that if the plan were written Mr. Arden would write it.

Written Contract At Issue

The defense also relied heavily on the absence of any written contract to the above effect, but plaintiff's counsel bore down on the fact that an oral contract can be just as binding as a written one and pointed out that the existence of such an oral contract was clearly to be inferred from a consideration of all the circumstances.

For a period of some years before the alleged contract breach Mr. Arden had handled virtually all the life insurance business of the Freydbergs, their corporations and Mr. Schwartz. The Freydbergs asked him to develop a stock purchase plan, to be funded by life insurance, and the clear implication of this the plaintiff contended, was that he would write the business if the plan he had recommended were adopted.

Further in support of this allegation, Mr. Arden testified that after the

plan had been developed and more or less accepted, the Freydbergs, at their accountants' suggestion, called in a consultant. Mr. Arden testified that when he was told about this he was also told that even if his plan were modified or some other plan substituted, he would still write the insurance.

In court the Freydbergs denied ever telling this to Mr. Arden. Their testi-

mony was that a number of agents were presenting plans and he was just one of a group of competitors.

Regarded as the most important distinguishing features of this case are these:

—The plaintiff's plan was the one actually adopted and the policies he recommended were the ones sold—and in the same company.

—The insurance was written by an employee of the clients. Before being licensed to write the case he had not been licensed as an agent.

—An over-all pattern of conduct

was successfully relied upon to prove the existence of an oral contract or understanding. This is significant because, though an oral contract is as binding as a written one, its existence may be difficult or impossible to substantiate with direct evidence.

If the Freydbergs proceed with their appeal to the appellate division, it is unlikely that it will be decided before spring. If it goes from there to the court of appeals, which is the state's highest tribunal, it will probably be decided before the end of 1960.

*T. Q. REPORT FROM CHICAGO:



Quality Speaks With Authority

Prepare to review the two finest individual protection plans your client can own . . . **total-quality* for total needs. Here is privileged coverage . . . positive protection . . . **total-quality* that speaks with absolute sales authority.

Fashioned with jewel-case appointments, our World-Wide Non-Cancellable, Guaranteed Renewable Income Protection and our World-Wide Major Medical are the first word in custom-built coverages.



WORLD-WIDE

**NON-CAN AND GUARANTEED RENEWABLE
INCOME PROTECTION**



WORLD-WIDE

**MAJOR MEDICAL EXPENSE PLAN
PERSONAL-FAMILY**

Wherever you call, North American carries the imprint of distinction . . . **total-quality* that assures extended options not found in the ordinary accident and health plan.

Add these and other luxury refinements to your working kit and you are ready for true mastery on the sales front. **Total-quality* is the mark of distinguished products by North American since 1886.

Brokerage by General Agents in 48 States



Since 1886

NORTH AMERICAN Accident Insurance Company
209 S. LaSalle • Chicago, Ill.

Continental Life, Not Assurance Increasing Dividends 60% In '60

The showing of 1960 dividend scales on page 28 of the Nov. 21 issue incorrectly identified Continental Life of Toronto as Continental Assurance. Continental Life is making an approximate 60% increase in the dividends on both current and old policies. Continental Assurance has not yet announced its 1960 scale.

Indianapolis A&S Assn. Has Three Major Projects

The board of Indianapolis A&S Assn. has announced consideration of three major projects for the association year ending in June.

First, a special committee to analyze Blue Cross advertising with the NAIC and FTC codes as yardsticks.

Secondly, a Health Insurance Week, possibly climaxed with a statewide sales congress.

And third, nationwide promotion of the nomination of R. W. Osler for the Harold R. Gordon Memorial Award (A&S Man of the Year) for 1960.

American Bankers Life of Florida has been licensed to do business in Connecticut.

AT AMA ANNUAL

Care Of 'Older Citizens' A Challenge To Industry And Insurance, Says Follmann

Today there is considerable discussion concerning our older citizens and their problems of adjustment to aging and retirement.



J. F. Follmann

They present a challenge to both industry and to insurance as well as to many others, Joseph F. Follmann Jr., director of information Health Insurance Assn., told the fall insurance conference of American Management Assn. at Chicago.

The most recent nationwide estimate of the number of persons in the U. S. 65 years of age and older having some form of voluntary health insurance coverage was made in 1957 by National

Opinion Research Center, he said, the estimate being 39% of all non-institutionalized persons age 65 and over. However, the U. S. Department of Health, Education, and Welfare estimates that 43% of OASI beneficiaries had some form of voluntary health insurance in the fall of 1957.

Hence, as individuals, employers, employees, and labor unions, become increasingly cognizant of the importance of health insurance protection in the later years, and since the voluntary mechanism by which this protection might be provided now exists, it is reasonable to expect that the coverage of persons over age 65 in future years will increase more rapidly than has been so in the past, Mr. Follmann declared.

While it is apparent that great progress has been made in bringing about a flexible basis by which the aged are

assisted in financing their costs of medical care, a fuller realization of the potential is dependent upon a coordination of several diversified efforts, the speaker noted, and gave the following guides for improvement.

—Voluntary health insurance has made the facility for the protection of the American people available. It now remains under a voluntary approach, for people as individuals or as employers, union leaders, or leaders of other types of organizations to choose to purchase this available protection.

Remain Aware Of Need

—Private insurance mechanisms should remain aware of the need to find the best possible ways to insure older people. They should continue to find means for broadening the base of existing insurance, remain alert to providing benefits the nature and scope of which are suitable to the needs of older people, and continue to strive toward insurance mechanisms which take cognizance of the economic status of the aged.

—It is generally agreed by physicians and psychologists that one of the most important aspects of improving

the well-being of the aged is that of making them feel useful and necessary.

—The use of less expensive forms of care. In any consideration of medical care for the aged the means of caring for the aged can by no means be assumed to be fixed. Today, expensive forms of care for the aged are being employed for no other reason than no others are available.

—Perhaps the greatest single problem confronting retired persons is the eroding effects of inflation upon their private pension plans, personal savings, assets, life insurance, and health insurance.

—With respect to that segment unable to finance the cost of health care for themselves because of their limited or non-existent means, insurance companies take the view that such persons should have assurance that health care is available to them when they need it. To that end insurance companies support the concept of assistance programs to supplement the efforts of voluntary agencies.

Difficult To Segregate Problem

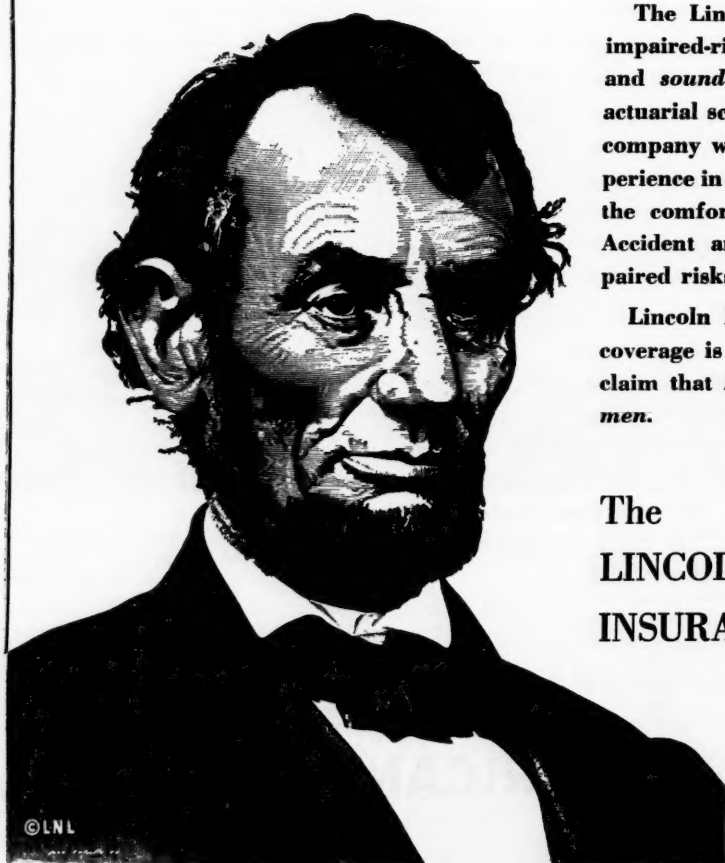
—It is not an easy matter to segregate the specific problem of medical care of retired persons from the whole of the problems which face aged persons. There are many studies which point to the complexity and the inter-relatedness of these problems. They cover a wide spectrum of concern from maladjustment to retirement, to all the costs of personal living, to people maintained in general hospitals and mental institutions simply because there is no other place where they might be adequately housed.

—Health insurance is not the only method of meeting the health needs of the aged. Many people age 65 or older are receiving, in addition to or independent of OASDI benefits, pensions from previous employment and income from investments, annuities, and from individual and group life and health insurance policies. Many have accumulated savings, own their own homes free of mortgage, or have other assets.

—Steps should be taken to reduce to a minimum the number of future aged who would be needy. Educational and skill training programs to reduce the number of low-income workers in the future can be one positive approach. Other approaches might be sought with respect to low-income or marginal farmers and farm workers, migratory workers, and the designated geographic areas where, because of

(CONTINUED ON PAGE 18)

Broad, Liberal, and Sound



The Lincoln National field man offers impaired-risk protection as **broad, liberal and sound** as modern underwriting and actuarial science can make it. Backed by a company with 47 years of continuous experience in the substandard field, he brings the comfort and protection of **Life and Accident and Sickness insurance** to impaired risks.

Lincoln National's broad impaired-risk coverage is another reason for our proud claim that **LNL is geared to help its field men.**

The
**LINCOLN NATIONAL LIFE
INSURANCE COMPANY**

Fort Wayne, Indiana

Its Name Indicates Its Character

A&P Life New Ga. Insurer

Atlantic & Pacific Life of America has been incorporated and licensed in Georgia with initial resources of \$425,000. The company will issue participating and non-participating coverages and in its first weeks of operation accumulated \$1.5 million of ordinary life applications.

The president of A&P Life is Grady A. Crutchfield, a 20-year man in insurance, and executive vice-president is C. Ervin Waller, a 25-year man who organized Professional of Florida and was its president for 14 years.

Among the other officers are J. Wesley Reynolds Jr., vice-president of the participating policy division, who has been in the life business for 20 years; Paul T. Bell, a graduate of Southern Methodist University school of insurance marketing, vice-president and director of sales recruiting, and A. Cahill, who has been in insurance for 10 years, vice-president for special sales.

Student Learns The Rate Of Claims Is Lower For Dames

(CONTINUED FROM PAGE 2)

he has extrasystoles: "Give some of them away."

Sadie also can define a variable annuity but her definition displeases her mentors: "A variable annuity is the inspired creation of mature and responsible insurance leaders to protect the American public against the ravages of inflation."

"Damn it, Rufus!" exclaims Dr. Ruskin. "I told you to keep her away from Newark."

Aided By New Rules

Time passes and Sadie is ready to take the actuarial examinations. As the narrator explains:

"In accordance with a new society rule, she was given credit for parts 1 to 4b, since she had successfully completed the first four grades in elementary school. Her extensive experience with tables gave her credit for part 5. Because she always valued her assets very highly and placed a premium on maintaining the proper reserve, part 6 was waived."

"She had no background whatsoever for part 7, but at this time the society combined part 7 with part 5a, so that high-salaried students could learn about investments earlier. Students having previously passed parts 4c, 5b and/or 6d were also automatically given credit for the new part 7. Sadie is now sitting for part 8 and our heroes are nervously awaiting the outcome."

Boss Wins Bet

Needless to say, Sadie passes her examinations and Dr. Ruskin wins his bet—which means that Rufus's papers are still being published under Ruskin's name. But though he wins the bet, Dr. Ruskin loses Sadie to a consulting firm, whose proselytizing emissary has promised her an even finer office than she has, "with carpeting on the carpeting."

By this time Dr. Ruskin has fallen in love with Sadie. In an aria scarcely complimentary to consulting actuaries, he decides—by flipping a coin—to go into consulting work to make enough money to "smother her in mink." Final curtain.

A Framarmilshu Production.

Members of the cast, all with New York Life, were Nora Beattie, Joseph C. Sibigroth, Walter N. Miller, Alfred A. Walter, and Walter Shur. The skit, "a Framarmilshu production," was written, produced and directed by J. C. Fraser, Henry Martin and Messrs. Miller and Shur.

James E. Hoskins, retired 2nd vice-president and actuary of Travelers, the new president of Society of Actuaries, gave a brief talk.

Charles M. Sternhell, 2nd vice-president and actuary of New York Life and chairman of the actuaries club, was toastmaster.

CLUs To Hear Steinberg

Chicago CLU chapter will hold its Dec. 4 meeting at De Paul University. Bert W. Steinberg, general agent at New York City for Massachusetts Mutual, will speak on "Professional Property Planning . . . A Profitable Operation." Mr. Steinberg is co-author with Stuart A. Monroe, Mutual Benefit Life general agent at Chicago, of Practical Property Planning—Workbook of Estate Planning for the Life Underwriter.

EXECUTIVES URGED:

Take Detail Work Off Manager So He Can Do Recruiting

A lot more could be done to keep the agency manager at his big job of hiring men if the home office could devise a way to avoid funneling through the agency head the complete output of all the home office departments, said Richard C. Hageman, manager for Equitable Society at Cincinnati in his address at the annual meeting of LIAMA in Montreal.

Mr. Hageman said that with all the time the manager must give to handling correspondence, expediting, office layout, financial and marital problems of his agents, and the imparting of information from the home office on down to the agent, it is not only possible but probable that he will have little time for recruiting.

Too Many Details

"The reams of mail and the details of so many plans are time-consuming to the agency head," he pointed out. "When these items are added to the pressure of his local men needing his undivided attention on a multitude of subjects, it is strange indeed that we do as good a job of recruiting as we seem to do."

"Now that you are mechanizing so many of the processes in the home offices, and thereby reducing somewhat the duties of such staff departments as the cashier's department, wouldn't it be possible to feed over to the cashier the assignments like expediting policies, appealing of cases, handling of leases and the like? In a small way this may reduce some of the 'attention getting' of the agency head and permit him more time to do the job you want him to do."

Must Be Geared To Average

Touching on financing, Mr. Hageman said it must be geared to the "average" recruit since it is going to be necessary to hire a lot of people who are "average" and the financing plan must allow for this.

Mr. Hageman also discussed the need for ego recognition for the agent as a means of stepping up his production. His agency uses bulletins which recognize the "man of the month," "junior associate leader of the month," "man of the year," "first year commission leader of the year," and the Agency Leaders Club. Each month are published the agency standings, listing all agents in the order of paid volume, paid lives and paid commissions.

Strong For Deals

The agents seem to like "deals"—deals for hats, deals for dinner, steaks, bets of all sorts, on numerous occasions. These, said Mr. Hageman, might be called "individual recognition." The agency runs at least four big campaigns a year and the twice-weekly reports on these campaigns are a recognition device in themselves.

Once a year the agency publishes sheets giving the approximate renewal earnings and the years in which they will be paid.

Holmes Will Run Again

John J. Holmes, state auditor and insurance commissioner of Montana, has announced that he will be a candidate for renomination. He has been in office for nearly 27 years, starting in 1933.



After 10 years...what?

Brokers' commissions generally come to an abrupt halt after the tenth year. *But not at Occidental.*

After the usual vested commissions cease, we pay 5% on all guaranteed renewable Accident and Sickness plans (including our hospital plans which are renewable for life) as long as you service the business satisfactorily. No minimum. No production requirement.

After the usual vested commissions cease, we pay 3% on most life plans. It takes only \$500 of paid premiums in a calendar year to qualify for lifetime renewals on that year's business.

Ask your nearest Occidental office for details. If you're not getting lifetime renewals on your surplus business, your commission income is stopping too soon.

OCCIDENTAL LIFE

Insurance Company of California

Home Office: Los Angeles/W. B. Stannard, Vice President

(A MEMBER OF THE TRANSAMERICA INSURANCE GROUP)

We pay Lifetime Renewals...they last as long as you do!



Nation-Wide Financial Service for Life Insurance Representatives

Loans are available for you on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from the outstanding organization specializing in direct loans to life insurance underwriters.

Life Underwriters Service Corporation

Life Underwriters Service Corp.
Security Bldg., Denver 2, Colo.

I am interested in your service. Please send further information, at no obligation to me.

☐ Agent
☐ Gen. Agt.

Name _____
Address _____
City _____ State _____

Mail this
Coupon
today

Editorial Comment

Reactions To Arden-Freydberg Verdict

Mixed emotions will be generated by the news, reported in this issue, of the winning of a \$15,000 jury verdict by an agent who worked up an elaborate business insurance plan at the request of two long-time clients—who then proceeded to have one of their employees licensed to write the business.

It is gratifying to know that a jury of 12 laymen can be convinced that when an agent evolves a plan of coverage on the implied understanding that he will write the insurance if it is purchased, the client can't freeze him out without being liable for a breach of contract action.

However, there are bound to be those who will feel that this verdict—whether upheld on appeal or not—will serve to make a great many prospects and clients gun-shy about discussing plans of insurance that could be considered as giving the agent ground for believing he would write the plan if it were written at all. It could be used as another excuse for not talking to an agent, even when the prospect does not sincerely believe there is the slightest danger of being sued for breach of contract.

In view of this possibility, it is important for life insurance people, and particularly agents, to understand the features that distinguish the case of Arden vs Freydberg from the typical situation in which an agent might be approaching a prospect.

First, there had been an agent-client relationship covering a period of years. The agent had written a considerable amount of insurance on the clients, and for their corporations. The clients had asked the agent to work up a stock purchase plan funded by life insurance. He did this. They adopted his plan, and when they bought the coverage they bought it from the company he had recommended and bought the policies he had recommended.

Second, when they bought the insurance they bought it not from a competing career agent or broker but from an employee of one of the clients' corporations, who had never been in

the life insurance business and who got licensed in order to write the case.

Third, the jury was asked to consider much more than the mere fact that an agent had talked to a prospect or client and recommended a plan. The agent's counsel stressed the over-all pattern of behavior of the plaintiff and defendants, contending that the only possible inference was that there was an understanding that the agent would write the life insurance if it were purchased. In fact, the agent testified that he was told that even if the plan were modified or a substitute plan decided upon, he would still write the life insurance.

Thus, it will be seen that no client or prospect in the usual type of situation has any valid reason for fearing to talk to an agent. Of course, there are sometimes circumstances sufficiently similar to those in the Arden vs Freydberg case so that the possibility of a breach of contract suit might enter the picture. The \$15,000 jury award against the Freydbergs suggests that in similar situations the agent and his client or prospect should set down in writing their understanding of their respective obligations to each other—or lack of obligations.

If an agent feels disposed to work up an elaborate plan of insurance without expecting his prospect or client to feel any obligation to buy from him when he buys the plan, then the agent can waive any rights he might have, specifically and in writing. If he feels that his time and skill are too valuable to work up a case for somebody else to sell, then it would save much bitterness and heartache to have this clearly understood before negotiations get too far along.

Naturally, everyone in the business will hope that the jury verdict in Arden vs Freydberg will have no effect on the willingness of the public to talk with life agents. But whatever slight effect there may be will be more than counterbalanced by the favorable results, we believe.

One of these is the restraint that the awareness of such a suit places on the

prospect who wants an agent to do a lot of work but who feels free to give the resulting sale to someone else. Another is that in such situations the agent has the possibility of financial recovery.

Finally, it gives the agent's calling an added measure of dignity. It is heartening to know that a jury, presumably fairly representative of the public at large, thinks that an agent who uses his knowledge and skill to evolve an elaborate insurance plan for a client on the understanding that he will write the business, if any, has earned the commissions on the sale even though it is taken away from him.—R.B.M.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. La Salle St., Chicago, November 24, 1959

	Bid	Asked
Aetna Life	89	91
Beneficial Standard	17	18
Business Men's Assurance	39½	41
Cal.-Western States	113	115
Commonwealth Life	21	22
Connecticut General	350	355
Continental Assurance	144	147
Franklin Life	76½	78
Great Southern Life	86	88
Gulf Life	24	25
Jefferson Standard	98	100
Kansas City Life	144½	146½
Liberty National Life	61½	62½
Life & Casualty	22	23
Life of Virginia	48½	50½
Lincoln National Life	231	233
National L. & A.	107	108½
North American, Ill.	15	16
Nw. National Life	96	98
Ohio State Life	300	320
Old Line Life	71	72
Republic National Life	69	71
Southland Life	96	98
Southwestern Life	162	167
Travelers	87	88
United, Ill.	47	48½
U. S. Life	41½	43
Washington National	58	60
Wisconsin National Life	42	44

Deaths

TECUMSEH KILGORE, 84, retired general agent for Union Central Life at South Bend, Ind., died in a St. Petersburg (Fla.) hospital. He had been with the company since 1909. On his 80th birthday he was honored by South Bend Assn. of Life Underwriters on his 40th year with the association and as the only charter member still active. His son, Bernard, is president of the Wall Street Journal.

MERRITT A. BOYLE, 73, died at Cincinnati of a heart ailment. Mr. Boyle had been with New England Life for 26 years. For many years, he compiled the Life Payments Localized issue of THE NATIONAL UNDERWRITER.

ROBERT L. HAYS, 61, assistant vice-president of Metropolitan Life in charge of building service, died after a short illness. He had been with the company for 27 years and before that was New York state service manager for the Otis Elevator Co.

Texas Medical Directors Hear Two Speakers

Texas Assn. of Life Insurance Medical Directors held its November meeting at the Dallas Country Club.

With Dr. Howard K. Crutcher, president of the association presiding, two speakers were heard: Dr. Harry Ungerleider, medical consultant North American Re, who discussed various difficult life underwriting problems, and Dr. Frank Mathewson, medical director Great-West Life, who discussed the use of routine electrocardiograms as an aid in life underwriting.

500 Life Company Heads Expected At Institute Annual Meeting, Dec. 8

More than 500 chief executives of life companies are expected to attend the annual meeting of Institute of Life Insurance at the Waldorf-Astoria Hotel, New York, Dec. 8.

Theme of the meeting, "Our Responsibilities to the Public in the 60s," will be outlined by the opening speaker, Howard Holderness, institute chairman and president of Jefferson Standard Life, who will also report on the institute's activities during the past year.

Gardner Cowles, editor of Look magazine, will also speak at the morning session. Mr. Cowles will disclose for the first time the findings of a recent survey by Look on the hopes, attitudes and ambitions of the American people in the decade ahead.

Impact On Life Business

The impact of these attitudes on the life insurance business and how the industry can shape its future performance to meet new changes will be discussed by Charles J. Zimmerman, president of Connecticut Mutual Life.

Implementing and planning company public relations activities to conform to future public attitudes will be covered by a panel of three life company presidents, E. J. Faulkner, Woodmen Accident & Life; Walter O. Menge, Lincoln National, and William P. Worthington, Home Life of New York.

Holgar J. Johnson, institute president, will close the morning session with a commentary on the role that life business must play in further developing public acceptance and good will in the 1960s.

As announced earlier, Adlai E. Stevenson, twice candidate for President and former governor of Illinois, will speak at the luncheon.

Discusses Inspection Business

The November meeting of Idaho Home Office Underwriters Assn. featured a talk by Warren Cate, American Service Bureau, Boise. Mr. Cate discussed the problems of the inspection business. A question session followed.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance

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Speakers at the November meeting of Chicago Claim Assn., who reported on the International Claim Assn. meeting at Bal Harbour, Fla., in September. From left: Lyde Larger, Washington National; Gilbert Delahunty, All American Life & Casualty; Lester Griffin, Continental Assurance; Edward Finneran, National Casualty, president of the Chicago association, and Kenneth Merley, Federal Life.



Chicago Claim Assn. Hears Results Of International Meeting

The November meeting of Chicago Claim Assn. featured reports on the seminars held by the international association at its annual in September. Kenneth Merley of Federal Life, program chairman, reported that the overlying theme of the meeting was one of alarm at the trend toward federal control, and the consensus was that the industry still had much to do of the trend is to be halted, and had precious little time in which to do it. Other speakers were Lyde Larger, Washington National, who covered the group seminar; Gilbert Delahunty, All American Life & Casualty, individual A&S, and Lester Griffin, Continental Assurance, life.

F. H. Kemp, Prudential, was officially named chairman of a newly formed A&S legislative committee of the Chicago association.

Mutual Of N. Y. Raises Loan Rates To 6%

Mutual of New York, which has been charging a 5% loan interest rate on two series of policies that call for a 6% rate, has raised the rate to the higher level, effective February 1st.

In a letter to policyholders affected by the change, Mutual pointed out that interest and investment rates are now at the highest levels in nearly 35 years. In fairness to all our policyholders, the yield on policy loans should be brought to a rate comparable to the rate now available on other investments."

Policies affected are those issued before 1899 and from 1913 through 1938. Mutual adopted a sliding rate scale 3 years ago, the letter stated, "to give policyholders the benefit of lower rates comparable to those offered by other lenders."

W.O.W. Of Omaha May Move Home Office

Woodmen of the World, Omaha, is surveying the possibility of moving its home office. The announcement came from E. D. Rivers, chairman and former governor of Georgia, at a meeting in Memphis, where a 22-man home office building advisory committee met with the mayor, chamber of commerce president and other city officials, who made a presentation to the committee of the merits of Memphis as a site for the Woodmen headquarters. Memphis is but one city of many cities and various areas to be surveyed, Woodmen officials stressed.

Address LOMA Grads

Thomas McElwraith, vice-president of New York Life, will be the speaker at the dinner of Society of LOMA graduates at the New York Life home office, Dec. 1. The topic of Mr. McElwraith's address will be "Inflation and Life Insurance."

Byrnes To Leave GA Post But Will Stay With New England

George B. Byrnes, a past chairman of the Million Dollar Round Table and since 1954 general agent in New York City for New England Life, has asked to be relieved of his duties as general agent, effective April 30, 1960. He will devote his full time to personal production and "the development of a life insurance agency to render professional services in the sale and administration of insurance and estate plans and of pension and employee benefit plans."



George B. Byrnes

Joining New England Life in 1954 as general agent, Mr. Byrnes raised the production of his agency from \$22 million in that year to more than \$40 million in the first 11 months of 1959. During the same period the agency's insurance in force has grown from \$143 million to nearly a quarter of a billion dollars, an amount that would make it the 175th largest life company in the nation. Average annual production of the agency's full-time agents is more than a million dollars.

Mr. Byrnes was for 19 years with Equitable Society, being located at Pasadena at the time he left to join New England Life. In New York, he took over the agency formerly headed by Lambert M. Huppeler, who now is vice-president of New England Life.

Mr. Byrnes is a director of American Society of CLU and a member of the New England Life Hall of Fame and Leaders Association. Soon after joining the company, he sold its first individual million dollar policy and its first comprehensive group life and medical coverage case.

President O. Kelley Anderson of New England Life expressed regret at Mr. Byrnes' decision to leave general agency work but gratification that he is to remain with the field force. Mr. Byrnes' record, said Mr. Anderson, has earned him "the respect and admiration of everyone in the company."

Detailed information on Mr. Byrnes' plans will be given out early next year. No successor has yet been selected.

Accounting, Statistical Men Set Chicago Meet

Greater Chicago chapter of Insurance Accounting & Statistical Assn. will hold its annual fall meeting Dec. 1 at the Congress Hotel. William Gesme of Lumberman's Mutual and Robert E. Bradley, American Manufacturers, are in charge of program planning.

Chapter officers are Harry Clark, United of Chicago, president; Walter Johnston, Continental Assurance, vice-president; M. J. Younker Jr., Hartford Fire, secretary, and A. J. Regenburg, Allstate, treasurer.

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THE QUESTION WAS:

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Our Agents' Retirement Plan gives more than lip service to this belief. The plan, which is optional, is based upon regular deposits by the agent which are duplicated by the company. Regular retirement income, provided minimum service requirements are met, can start as early as age 55. Lifetime renewals, which continue after retirement, supply additional "take-it-easy" dollars.

Yes, when it comes to the agents' retirement question, we believe that the cobbler's children should wear shoes! To further this concept, we'll gladly send details of our own plan to any company which may be considering a similar program.



This series of advertisements first appeared in 1947. Since then, we've grown from \$½ billion to \$2½ billion in force. Our philosophy has not changed... our size has quintupled. We like to think these and other basic beliefs had something to do with it.

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY

HOME OFFICE: SACRAMENTO

The World of Balloons and Cotton Candy



Remember the days when balloons, cotton candy, and ice cream were extremely important factors in your life?

As we grow older, we think less about our childhood dreams and concentrate on present day realities such as future security. Granted, balloons may have been more enjoyable subjects but even they would occasionally pop and change our world of make believe into a world of tears. This is a perfect analogy for our present world of realities. If a disaster were to strike your family, could you cope with it? Or will a disaster shatter your "balloon of security?"

The Federal Life Insurance Company of Chicago offers the finest Secured Income Plan in the insurance field today. This non-cancellable, guaranteed renewable plan is a combination of Life and Accident and Health—just the thing to protect your "Security balloon."

Manager openings in Kansas City, Minneapolis-St. Paul and other prominent cities are available. If you would like further details on selling this plan write: Emery Huff, Agency VP.

FEDERAL LIFE INSURANCE COMPANY

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Brower To Continue As Occidental Head

Horace W. Brower, newly elected president of Transamerica Corp., San Francisco, will continue as president of Occidental Life of California. He was named Transamerica president to fill the vacancy created by the death of Frank N. Belgrano Jr. and will divide his time between Los Angeles and San Francisco.

Occidental Life is the largest subsidiary of Transamerica, which also

owns Pacific National group, General Metals Corp., Capital Co., a real estate subsidiary, Phoenix Title and Trust Co., and two newly formed insurance companies—Transamerica and Transamerica Life.

Mutual Benefit To Continue 1959 Ordinary Dividend Rate In 1960

Mutual Benefit Life's 1959 dividend scale for ordinary coverage will be continued in 1960. The dividend distribution for 1960 is estimated at \$31 million, as against the 1959 distribution of just under \$30 million.

Insurance Teachers Set \$1,000 For Research

American Assn. of University Teachers of Insurance has appropriated \$1,000 for research grants in 1960. Application forms were sent all active members with the ballots for officers. The applications call for a detailed outline of the proposed study; an evaluation of its importance and the groups that might be expected to use it; the methodology to be employed; a detailed study of budget needs; biographical notes, and a resources statement.

Combs Issues Order On Sales Practices

LITTLE ROCK—In a move for more effective supervision over insurance sales practices, Commissioner Combs has issued an order requiring companies against which complaints are received alleging misrepresentation in the sale of insurance coverages to produce and file with the department copies of sales kits, presentations and other sales materials. Effective date of the order is Dec. 1, 1959.

Authority for the commissioner's order comes from Arkansas' fair trade practices act, adopted 10 years ago, which prohibits unfair methods of competition or unfair or deceptive acts or practices. The act, with a number of strengthening provisions added, appears in Arkansas' new insurance code as chapter 11, entitled "Trade Practices and Frauds." The new code becomes effective on Jan. 1, 1960.

NALU's New Committee To Coordinate Federal Legislative Activities

(CONTINUED FROM PAGE 1) and effective "grass roots" program to deal with federal legislation affecting the life business. To assist the committee in its work, Mr. Hendley requested that presidents of state associations appoint state committees for coordinating federal legislative action. State committees, Mr. Hendley said, will be responsible for seeing that NALU's policies on federal legislation are brought to the attention of members of Congress.

This, Mr. Hendley said, should be accomplished by the state units through personal contacts with members of Congress and by reinforcing NALU's existing grass roots organization in emergency situations when specific pieces of legislation are before Congress.

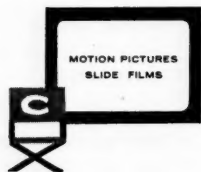
Ky. Central L.&A. To Reinsure Cardinal Life

Kentucky Central Life & Accident directors have voted to reinsure all outstanding business of Cardinal Life. Garvice Kincaid owns controlling interest in both companies. He is president of Kentucky Central L.&A. and said the reinsurance would increase the amount in force in that company by \$16 million.

Walter M. Gruesser of Pomeroy, Ohio, led the field force of Midland Mutual Life in all round performance during October to earn the honorary designation of "man of the month." This is the second time in 1959 he has achieved this distinction.

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Changes In The Field

Mutual Of New York

James E. Gibson has been appointed manager at Knox-ville to succeed Arthur C. Livick Jr., who has joined Franklin Life in Virginia. Mr. Gibson joined Mutual in 1957, became assistant manager at Dallas in 1958 and, since April, has been taking managerial training at the home office.



James E. Gibson

1923, was named supervisor in 1926 and Wichita general agent in 1929. He is a past president of Wichita Life Underwriters Assn. and General Agents & Managers Assn.

Ohio State Life

Michael Breen and Joseph J. Acquaviva have been appointed general agents at Miami and Warren T. Bloom at Rockford, Ill. Mr. Breen joined the company in 1958 and opened a general agency at Fort Lauderdale. Mr. Acquaviva has been in life insurance seven years, and Mr. Bloom has been in the business in Rockford two years.

with New England Life. He is treasurer and chairman of Central Arizona Life Underwriters Assn.

George K. Salt, also a member of the management training unit, becomes manager at Houston. Before joining Provident, he was with Travelers as assistant manager, agency department, at Miami.

Great-West Life

Great-West Life has announced six supervisory appointments. They are J. S. Burns at Vancouver; W. A. Miller at Toronto western; A. C. Mussellam

at New Westminster, B.C.; T. R. Perkes at Toronto 1; J. W. Peterson at North Texas branch in Dallas; and C. A. Pryer at St. Catharines, Ont.

Mr. Burns was formerly a representative in Prince Rupert, B.C., where he joined the company in 1953. Mr. Miller joined the company as a representative in 1958 at Toronto western. Mr. Mussellam joined Great-West Life in 1950 at Vancouver and in 1955 was named district manager at Penticton, B.C.

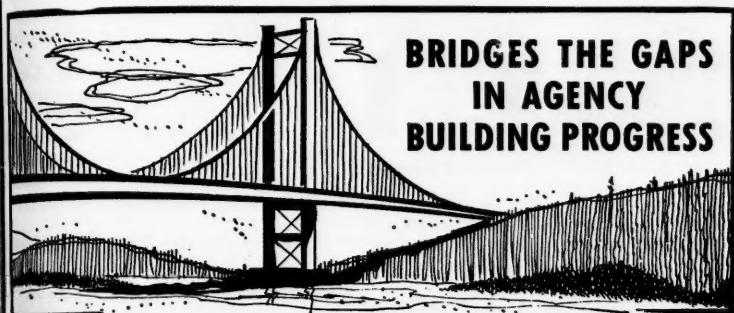
Mr. Perkes has had 13 years of life experience in selling and management.

Connecticut Mutual Life

O. Lynn Smith has retired as general agent at Wichita, a position he has held for 30 years, and becomes associate general agent at Miami. He joined the company as an agent in

Provident Mutual Life

Raymond C. Hackett has been appointed manager of a new agency at Phoenix. He has been a member of the management training unit since early this year and before that was



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BUILDING PROGRESS**

The man who wants a sturdy, time-tested bridge to success in the profitable operation of his own agency will do well to discuss his ambitions with Indianapolis Life. All the gaps are filled with these "plus" features:

- A full new line of popular, low-cost life insurance policies featuring premiums graded by policy size and lower rates for women—accident, sickness, hospitalization and major medical policies with certain plans on a non-cancellable and/or guaranteed renewable basis—a liberal Check-O-Matic plan for the convenient payment of premiums. (All this is backed by a Company of unexcelled strength with an enviable 54-year record of quality service to policyholders at the lowest cost consistent with safety.)
- A substantial training allowance together with all the necessary agency-building tools, including a Career Compensation Plan and a Production Incentive Plan for new men.
- Liberal commission for agents and general agents plus lifetime service fees . . . hospitalization and major medical benefits . . . group life . . . and a non-contributory pension plan.

WALTER H. HUEHL, President ARNOLD BERG, C. L. U., Agency Vice-President

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YOU Seek.**

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Protective Life's General Agents Agreement provides top commissions, overriding commissions, vested renewals, service fees and a liberal expense arrangement.

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Protective Life meets competition on all forms of Ordinary Life policies, both Par and Non-Par, and on all types of Group Insurance.

STABILITY

The last regular examination of the affairs of Protective Life shows that the Company has \$113.99 of resources for each \$100.00 of liabilities.

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Protective Life has an Audio-Visual Selling Program, Quantity Discount premium system, and writes such "special" coverages as Disability Income and Guaranteed Insurability.

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Protective Life is now in its 52nd year of successful operation, has more than a billion dollars of life insurance in force and carries an "Excellent A Plus" rating by independent authorities for the ranking of insurance companies.

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INSURANCE COMPANY**

William J. Rushton, President
BIRMINGHAM, ALABAMA

Mr. Peterson joined the company in 1958. He was formerly associate director of the Institute of Insurance Marketing at Southern Methodist University from 1955 to 1958. Mr. Pryer has been an agent of the company in St. Catharines since 1951.

Washington National

George T. Shorter has been appointed general agent at Raleigh, N. C. He entered the life insurance business in 1951 in Virginia, becoming a district manager for Shenandoah Life in 1954 and manager at Wilmington, N. C. a year later.



George T. Shorter

Prudential

Robert J. Bruce, manager at the Wilmington north district agency since 1953, has been transferred to the Bal-

timore southwest district agency and R. Douglas Layton, manager at the Baltimore district agency since 1956, succeeds Mr. Bruce.

General American

John R. Gilbert, formerly district group manager at San Francisco, has been appointed manager of the company's seven and a half state midwest region, with offices at Chicago. He succeeds Maxwell J. Loose, who has been promoted to director of group sales. He joined the company as a group representative in Illinois in 1952 and opened the San Francisco office in 1956.

Philip J. Anzalone, associate district group manager at Los Angeles since 1958, has been appointed district group manager at San Francisco. He has been with the company since 1956.

Harold A. Doder, formerly of the San Francisco office, has been appointed district group manager at Houston. He joined the company in 1955 under its charted career training program.

Elmo R. Earls, with the company since 1956 and also a graduate of the charted career training program, has

been appointed assistant district group manager at Detroit. He has been with the Detroit office since 1958.

Thomas J. Ryan has been appointed district group sales and service representative at Pittsburgh. He joined the company in 1949 and has been assistant manager of the home office group sales and service department.

Franklin Life



Edward Besser

low has been named manager at Las

Edward Besser and Richard Shoemaker have been named general agents at York, Pa. Both were previously with Prudential, the former a division manager at Reading, Pa., and the latter in a similar position at Harrisburg and York.



W. E. Harlow



Richard Shoemaker

Vegas, Nev. With the company since 1953, he was formerly manager at Lakewood, Cal.

B. A. R. E.

John Henry has been appointed group sales supervisor for Illinois, Iowa, and Wisconsin, with offices at Rockford, Ill. He has been in group in the Rockford area for 10 years.

North American Accident

Richard A. Harrison has been appointed regional manager at Sacramento. In the business 28 years, he was with Massachusetts Mutual before joining North American Accident.

New general agents are Phillip E.



Philip E. Nathanson



Richard A. Harrison

Nathanson at San Antonio, Harvey E. Landry at Glendale, Ariz., and James R. Turner at Portsmouth, Va. The B. L. Udell agency at Phoenix has been appointed managing general agency there.

Mr. Nathanson entered the business in 1953 with Connecticut Mutual, and Mr. Landry was with Pacific National. Mr. Turner entered insurance in 1948 and was with Lincoln National. Rex B. West, who will head the life and A&S department of the Udell agency, has been in insurance since 1931.

All American L.C.

Frank A. Kearns has been named head of sales and services for nine counties in southeastern Iowa with

offices at Davenport. Most recently with Massachusetts Mutual, Mr. Kearns has had experience as agent, supervisor and manager.

Massachusetts Mutual

Irving S. Graiser has been appointed supervisor of the Steinberg agency at New York. He has been with Home Life of New York, as brokerage supervisor with State Mutual Life and, for the past one and one-half years, an independent agent. He is a CLU.

Occidental Of California

Harry Shaffer has been named brokerage manager of the El Paso branch. He joins Occidental after representing New York Life in El Paso for the past three years.

American United Life



Charles E. Caraway

Charles E. Caraway has been appointed Texas regional manager with offices in Houston. He has been in the business eight years as agent, district manager, assistant agency director and superintendent of agencies.

Edwin D. Larkin has been appointed

agency manager in Traverse City, Mich. He has been in the life field 10 years as an agent and is teaching the LUTC course in the Traverse City area.

United Life & Accident

Harry W. Maddox has been appointed home office field supervisor for the southeastern area. After joining the company in 1956, he became an agent at Norfolk. He has also been with Minnesota Mutual.

Life Of North America

John J. Harney has been appointed manager at Grand Rapids, Mich. He entered the insurance business in 1947 and has been with John Hancock

PACIFIC FIDELITY LIFE—John D. Minton has been appointed manager of the Covina, Cal., office. Ben H. Seal has been named manager of the new Van Nuys, Cal., office.

LINCOLN LIBERTY LIFE has named James T. Burnett and Charles T. White district managers of the Houston agency.

PACIFIC NATIONAL LIFE has appointed Karl V. McDade manager of a new office at Portland, Ore. He has been in insurance for nine years.

Bikoff Agency Holds Brokers Class

The Bikoff agency of Aetna Life at New York has held its annual month-long course on advanced life insurance for general brokers. This year the course was held at the Savoy-Hilton Hotel and was completed by 42 brokers, each of whom was awarded a diploma. The course covered the whole field of business insurance with special attention paid to deferred compensation, split-dollar and pension trust estate planning and various changes in the tax laws.

Union Trust Life has passed the \$10 million mark in new life insurance sales for 1959. It has also exceeded the \$200,000 mark in A&S premiums for the year.

Skog
says...



H. P. SKOGLUND, President

Poor Richard is Still Right!

Complaining about high taxes, it seems, has always been a popular pastime. At no time in modern history have the taxes paid for government—local, state and national—been higher. But back in 1757, Benjamin Franklin, writing as Poor Richard, made some observations about taxes that we may well keep in mind today.

"Taxes are indeed very heavy," he wrote, "and if those laid on by the government were the only ones we had to pay we might more easily discharge them; but we have many others and much more grievous to some of us."

Squandered time, he observed, is the heaviest tax of all and one we impose on ourselves. As Poor Richard said, "Sloth, by bringing on diseases, absolutely shortens life; for sloth, like rust, consumes faster than labor wears."

I agree with Poor Richard. Doing nothing wastes precious productive time, shortens life.

Making the most of productive time is important. And equally important is what you do with the dollars that productive time earns for you. North American's Lifetime Income Plan is one way to make sure your dollars continue working for you, by returning a guaranteed income for the rest of your days from the retirement date you specify. It will be worth your time to find out more about it.

Call on the North American representative in your

HELP in paving the way for successful interviews is provided North American field men by newspaper ads like this appearing nationally in Nalac markets.

It's one way Nalac's CONFIDENT LIVING* approach is working to assure CONFIDENT SELLING for its men. Complete portfolio of Life and S&A. Ask for Brochure BO-321.

*Exclusive North American service mark

Over
\$4 Billion of
Life Insurance
in Force.

Home Office:
Minneapolis, Minnesota
Canadian Head Office:
Hamilton, Ontario



NORTH AMERICAN
Life and Casualty Company

H. P. Skoglund—President J. E. Scholefield, CLU—Vice President, Director of Agencies

NORTH AMERICAN INSURES CONFIDENT LIVING

Home Office Changes

Republic National



W. A. Scarborough Jr.

William A. Scarborough Jr. has been named superintendent of A&S agencies. Before joining Republic National, he was with an oil company. He has had A&S sales and agency administration experience.

State Reserve Life

Warner Washington has been named president and board member replacing Sam H. Weatherford, retired. Mr. Washington was most recently president of Continental Life of Ft. Worth, and has served as vice-president and agency director of National Equity Life, and executive vice-president of Jackson Life. Mr. Weatherford, in the business 45 years, was instrumental in forming State Reserve in 1924 and has since served in various executive positions. He became president in 1946.

W.O.W., Omaha

E. E. Howell, director of junior activities, has been named director of public relations. Horace L. Rosenblum, director of public relations, was named



E. E. Howell



H. L. Rosenblum

to the newly created post of director of advertising and publicity. Rees Preston, assistant director of junior activities, moved up to director of junior activities.

Mr. Howell, who has been with the society 13 years, was a former All-American football player at the University of Nebraska in 1928. He also served as head football coach at Pittsburg (Kan.) State Teachers College, and backfield coach at Louisiana State University and Yale University.

Mr. Rosenblum has been with the

society 39 years, beginning as an auditor. He was named associate editor of the society's magazine in 1928 and editor in 1933, serving in that post for 20 years, during which time the publication won many awards. He became the society's first public relations director in 1953. He was the organizer and first president of Omaha chapter of Society of Associated Industrial Editors, of which he was named an honorary life member. For three years he was a national director of Public Relations Society of America and is a past president of the Nebraska chapter of that group. At one time he was also active in semi-pro baseball, later becoming a sportswriter and columnist for the now defunct Omaha Bee-News.

Mr. Preston has been with the society nine years, all in youth activities work, becoming assistant youth activities director in 1954.

United Life & Accident

Herman V. Staehle, field management vice-president since 1956, has been assigned the coordination of the overseas sales organization, in addition to his present responsibilities for sales activities in the U.S. He has also been a research assistant in field management for Metropolitan Life and was on the home office staff of Prudential. He is a CLU and a fellow in agency management of LOMA.

Colonial Life

John S. Thatcher has been appointed assistant vice-president, underwriting. He began his career in life insurance in 1948, when he joined the underwriting department of Equitable Society. In 1957, he became manager of the underwriting department of Equitable Society. In 1957, he became manager of the underwriting department of American Life of New York and later was promoted to assistant vice-president in charge of underwriting. He is a CLU.

United Benefit

J. W. Mellor, assistant secretary, and Richard W. Erdenberger, associate group actuary, have been promoted to assistant vice-president and actuary, respectively.

Other new assistant vice-presidents are Myles M. Gray, William R. Wendt, and J. H. Stephenson. Grace B. Rule has been appointed budget director, M. T. Crummer and Fred S. Kuethe investment secretaries, and Ronald S. Salyards mortgage loan officer.

John Eglsaer is new group secretary, D. E. Muffitt assistant secretary and William J. Moeschler chief underwriter.

Shenandoah Life

Heman A. Marshall, superintendent in the group insurance department, has been promoted to assistant treasurer. He joined Shenandoah in 1940.

Security Mutual Of New York

Robert W. Byron, assistant counsel since 1955, has been appointed associate counsel. He joined the company as an attorney in 1954.

Robert M. Hamlin, manager of mortgage loans, is named assistant treasurer. He has been with Security Mutual since 1935, first as a bookkeeper and later becoming chief clerk and assistant auditor.

Robert D. Lindsley, manager of insurance accounts division since 1955,

becomes assistant controller. After joining the company in 1940, he became agency auditor in 1947, assistant auditor in 1948 and chief accountant in 1950.

Modern Woodmen

Clarence A. Milow has been appointed assistant national secretary



Clarence A. Milow



E. Lloyd Angle

and E. Lloyd Angle personnel manager. Mr. Milow, who has been with the fraternal 36 years, was manager of the planning division. Mr. Angle joined in 1928 and has been assistant personnel manager since 1949.

General American

Maxwell J. Loose, who in April was appointed regional group manager at Chicago, has been promoted to director of group sales, a newly created position, effective Dec. 1. He has been with General American since 1952.

National Travelers Life

Baird Detwiler has been appointed supervisor of agencies. He started in the business in Iowa in 1937. He was a general agent for the company in 1955 for the Cedar Rapids and Iowa City areas.

American Life Of New York

Jack H. Lambdin has been appointed manager of the life underwriting department. He had been with Prudential and United States Life before joining American Life as an underwriter in 1958.

GIRARDIAN LIFE—Roger F. Garrels has been appointed vice-president and superintendent of agencies. He was previously California regional manager.



with Lower Premium G.M.P.* for the ladies

Prospects for substantial sales in the female market are as close as your files.

For example—the wives of your prominent clients. The death of a wife can completely upset otherwise good estate plans if it occurs at a time when the husband can least afford to pay death taxes.

The widows of successful men who have children to support and who need protection and estate planning form another important segment of the market.

Manufacturers Life's G.M.P. plan is ideal in these special situations. Long a leader in low premium permanent protection, this plan is now available to women at even lower rates. For a specific proposal just dial your Manufacturers Life brokerage manager.

(Whole Life, Non Par, \$25,000 minimum)

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Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

GROUP SALES REPRESENTATIVE

A company with nearly one-half billion life insurance in force is seeking several young men who have had some experience in sales and servicing of group life and accident and health insurance.

We are a recent entrant into the group field and one portfolio of highly competitive group policies has caused a rapid expansion in our group department. We have more prospects than we can handle with our present staff.

If you have a desire to succeed with a fast growing company, it would be to your advantage to contact us. Permanent employment is offered in the Boston and New England area. All replies will be held in strictest confidence.

Please submit a resume to Box K-83, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

EXECUTIVE AVAILABLE

President of eastern life insurance company operating in 12 states with 150 agents desires change due to merger. Can furnish excellent industry references. Background, college graduate, married with family, many years field and home office executive experience. Age early 40's. Desire change of position in the spring. Prefer southern or western area. If interested, please address inquiries to Box K-75, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

INSURANCE MEN

One of the nation's fastest growing insurance companies, a member of a stock company group which has long been the leader in its specialized field, must expand its supervisory and operational staff in the Hartford Home Office.

This company specializes in credit life and accident and health insurance, and in only two years has increased its credit life insurance in force and accident and health insurance volume 700%.

If your records can stand close scrutiny in verifying achievements in the following classifications, and if you have high personal objectives, this is an unusual challenge to experienced: executive office department heads; life and accident and health claims examiners; group life and accident and health actuaries; agency supervisors.

Excellent opportunities for advancement. Attractive salaries and fringe benefits. Send detailed resumes in complete confidence to:

William E. Rosser, Vice President
Resolute Credit Life Insurance Company
83 Chapel Street
Hartford 2, Connecticut

ASSISTANT ACTUARY

Opportunity for young man to join a fast growing Southeastern life company writing Ordinary Life, Weekly Premium Life and Accident & Health. Attractive salary. Some formal actuarial training and some experience necessary. Please reply, in confidence, giving summary of your education, experience and personal background to Box K-74, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE AGENCY—HAWAII

Career group seeking General Agency in 50th State. NOA winners with ten years Life and A&S sales. Two million first year potential. Records and references available. Write Airmail to GENERAL AGENT, P. O. Box 1771, Honolulu, Hawaii.

MANAGEMENT OPENING TAMPA, FLORIDA

National old line life company offers supervisory position in established agency. Management experience not a requirement but proven sales ability is. Salary, commissions and fringe benefits, and you will enjoy the advantage of association with this fine company and its superior policy contract. Write Box K-84, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago, Ill.

THERE'S GOLD IN CALIFORNIA For Agents and General Agents

- Package investment type contract
- Proven saleable, unique non-competitive specialty
- Market is business men and professionals in \$10,000 or more income bracket
- Two sales a week earns \$1800 per month or more
- Replies confidential to Box K-86, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.
(our employees know of this ad)

A & S UNDERWRITER

This opening offers exceptional opportunity for future advancement for young man age 25-35 with two or more years A & S Underwriting experience. Prominent Midwest company. Excellent starting salary with periodic merit increases. Send complete resume and salary requirement. Write Box K-79, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AVAILABLE—AGENCY MANAGER

Proven Record—13 Years Experience Personal Production—H&A Agency Management Sales Promotion, Training, Mass Markets Franchise—Small Group—Special Risk—Direct Sell—Brokerage—Age 37, Married, Interested in Agency Dept.—Regional Territory. Write Box K-81, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Care Of 'Older Citizens' A Challenge To Industry And Insurance, Says Follmann

(CONTINUED FROM PAGE 10)

shifting industrial opportunity, many people find it impossible to earn subsistence wages. The successful overcoming of the problem presented by those groups might be looked upon as the keystone upon which any concern for the economic welfare of the future aged might be built.

—The ultimate objective should be to insure that the years which have been added to life through the reduction in mortality shall not be spent in chronic invalidism. This calls for greater development of preventive health measures, the early detection and treatment of chronic disease, the creation or expansion of special facilities and services designed to meet the health problems of the aged, and the circulation of health educational information. There also is need of a great expansion in rehabilitation services and facilities.

Legislation Before Congress

Mr. Follmann reminded his audience that Congress has before it legislation which would provide certain kinds and amounts of medical care for OASDI beneficiaries and their dependents. "This legislation is based upon the unsound assumption that most of the aged population of our country are not able to finance their health care costs and ignores the fact that it has never been established that aged persons who require and seek needed health care have been refused it. The legislation would seem to overlook the fact that voluntary health insurers are meeting the increasing demand for health care financing for the aged and that this is the most flexible means of responding to the changing needs of older people.

"It would impose another heavy and unnecessary tax upon our working people. It poses a serious threat to the future of the present social security system by being inconsistent with the basic pattern and philosophy of OASDI by the establishment of service benefits, and by threatening its financial structure. This legislation, furthermore, fails in the accomplishment of its purpose by ignoring the only real problem of financing health care costs of the aged: that of the presently indigent aged. And there is little doubt in the minds of many that such legislation would eventually destroy voluntary health insurance and lead to an all-inclusive compulsory health service or insurance plan."

Challenges Industry, Insurance

Such legislation at once presents a challenge to both industry and insurance, that action on the part of government on behalf of the non-indigent population is not necessary, he continued. Neither can accept this challenge separately. Industry, both employers and their employees, must become aware of the importance of this challenge and exert the initiative by which adequate coverage, properly financed, can be brought about.

Insurers, on their part, must make available such coverage and should in-

fluence the adequacy of its financing. Certainly the information which is available gives every evidence that this challenge has been fully accepted by the majority of industry and of insurers and that there has been a distinct and solid trend in this direction. "In itself, this bears evidence that government action is not necessary in our nation."

The successful acceptance of this challenge will relieve the government, and the tax structure, from the necessity of providing medical care for a large segment of the citizenry. In turn, it can avoid the unnecessarily high utilization of medical services and the decreased standards of service which are corollary to government schemes. It can preserve the freedom which has been traditional to medical practice in this country and keep the way open for flexibility and progress, Mr. Follmann stated. It can serve as an indication that in the U. S. voluntary initiative and means still possess the vitality and capability of coming to grips with social problems.

Chicago Underwriters Eye Hazardous Sports

Hazardous avocations affecting the life insurance risk were the subject of a panel discussion at the November meeting of Chicago Home Office Life Underwriters Assn. Skin diving, boating, sports car racing, jet and helicopter flying, sky diving (free-fall parachutists), and even reckless driving were among the activities covered in a free exchange between the audience and the panel.

The consensus was that in most cases the underwriting of life risks engaged in hazardous sports is done at standard rates and that this is an actuarially sound practice. It was pointed out, however, that wherever possible such risks are and should be considered individually, and not only are the person's safety record and background taken into account, but also the circumstances under which he usually takes part in a hazardous sport, i.e., in the case of skin diving, does he swim alone? how deep does he go? where does he swim? what kind of equipment does he use? how experienced is he? does his record indicate recklessness?

Inspection companies use no such pointed questions in their standard forms, but a good investigator can usually bring out this kind of information as a by-product of the general questions, it was agreed, and where answers appear incomplete the case should be reopened and returned to the inspection company.

I. M. Spear, vice-president State Farm Life and past president of the association, was presented with a citation in honor of his election as president of Institute of Home Office Underwriters at its recent annual at St. Louis.

Home Life Dividend Scale Set

During 1960, Home Life of New York will pay dividends on ordinary policies on the same scale as in 1959. Dividend payments set aside for 1960 exceed 1959 figures by 5%. Payments for the first quarter have been authorized and as soon as year-end figures are compiled, dividends for the balance of the year will be authorized by the board.

Urge Field-HO Parleys To Close Schisms

(CONTINUED FROM PAGE 2)

New York company (and both these companies are late entrants into the crowded group field) recently offered \$10,000 of trustee association group to several of the New York metropolitan area medical societies. I just saw a flyer on this case last week and already, within less than a year since the plan's inception, one of these associations is announcing that members now may apply for an additional \$10,000.

"So that makes \$20,000 from one of the several associations and societies to which a doctor belongs. What happens when, as in the case of disability income insurance, the AMA, the state medical association, and the American College of Physicians and Surgeons and the variety of other specialty associations begin to superimpose their own plans, as inevitably they will? I venture the prediction that within five years every professional man will have \$100,000 or more of association group life insurance!"

'Seeds Of Own Destruction'

Mr. Gutmann was very plain spoken about the agency system, saying "it could well be that the agency system has within itself the seeds of its own destruction."

"I suggest," he said, "that the institution of life insurance is a successful industry built on failure—on the failure of the agency system and on the failures of the men in the system. I suggest further that the changes taking place in our distribution methods are due to this very failure, that the tremendous growth of group insurance has given our home offices cause to question, even to accept the conclusion, that the agency system is a highly expensive vehicle of distribution, paid for only in small part by the failures who stumble in and out of our agencies, and supported mainly at the expense of the few who are successful."

Failures Help Some

"The failures, during their stay in the business, produce their \$50,000 or \$100,000 or even \$200,000, and the accumulations of their individual failures contribute to a successful industry. The part-timer, probably a failure in whatever else he is doing or selling, as well as being a failure in the life insurance business, makes his contribution to the over-all industry success."

"The lawyer or accountant who contracts for life insurance selling is a failure in his own profession and is certainly not a successful life insurance salesman, but he, too, makes his industry contribution. The fact is that the life insurance industry is a catch-all basket of failure, bound by a 25% hoop of successful producers who keep the basket together."

The state association committee that would confer with a like committee representing the companies is headed by Frank H. Wenner, general agent of Connecticut Mutual at Utica.

Legislation which the association will seek includes the following:

—Step licensing, by which the law would provide for a period of on-the-job training and probation before a final license could be issued for selling life insurance. Before that, a preliminary license would enable the agent to sell, but for a limited time.

—Amendment of the gift-to-minors act to include a provision allowing life insurance as well as money and securities to be included in such accounts.

Would Tighten Twisting Law

—An amendment to tighten the law against twisting and facilitate the prosecution of offenders.

—In Congress, defeat of efforts, such as the Forand bill, to extend social security.

The Northern New York association won the \$50 award offered for the best program of the year at an association meeting.

The Nassau county group has petitioned the state association to become its 31st local member. It has been a branch of the New York City association, but is splitting off to form a new association. It is also expected that a new association will be formed soon at Hornell.

S. D. Investor Says Old Line Life Needs More Zip

(CONTINUED FROM PAGE 2)

the directors have taken "an attitude of complete complacency toward their record of performance."

Old Line Life management produced analyses of Standard Analytical Service and A. M. Best Co., which give favorable reports to Old Line Life management and results. The management stated the Rhodes' analysis failed to compare the performance of Old Line Life with other companies over the last five years when its sales percentage-wise have increased more than any of the other companies used in the Rhodes analysis.

At a meeting of directors, Edward W. Beresford was named to the board to succeed the late William F. Kachel. The directors voted continued support of the current management. Forest S. Talbot was appointed director of agencies. He has been superintendent of agencies since 1955, and in his new position succeeds Mr. Gynn.

A quarterly dividend of 25 cents was declared plus an extra of 25 cents, raising the dividend to the level of 1957.

J. H. Daggett, chairman, told the board that Old Line wrote \$20,996,387 in the first three-quarters of 1959, and this is \$774,564 more than in a comparable period of 1958. Insurance in force stands at \$222,516,313.

Elliott To Install W. J. Bird As Hancock Western V-P

Byron K. Elliott, president of John Hancock, will visit San Francisco the first week in December to install William J. Bird, who was appointed western vice-president last July, at the new western home office.

Mr. Elliott will spend three days in San Francisco. Associates and friends of the company will be invited to meet Mr. Bird and to visit the western office during two receptions and two luncheons.

ANNOUNCING TWO HELPFUL TAX

BOOKS WHICH ACTUALLY OFFER PRACTICAL ANSWERS

Shown below are typical questions which are answered:

Are "due and deferreds" really Sec. 805 (b) (4) assets?

Are "supplementary contracts without life contingencies" Sec. 801 Annuities?

What about unearned discount on policy loans? Is accelerated first year depreciation available and—if so—is it worthwhile?

How can expensive real estate appraisals be avoided?

TAX PLANNING FOR LIFE INSURANCE COMPANIES—1959 \$25.00

HOW TO PREPARE THE 1958 LIFE INSURANCE INCOME TAX RETURN \$20.00

(Add \$1.25 per volume for air mail shipment)

John B. Reid, Jr., Editor

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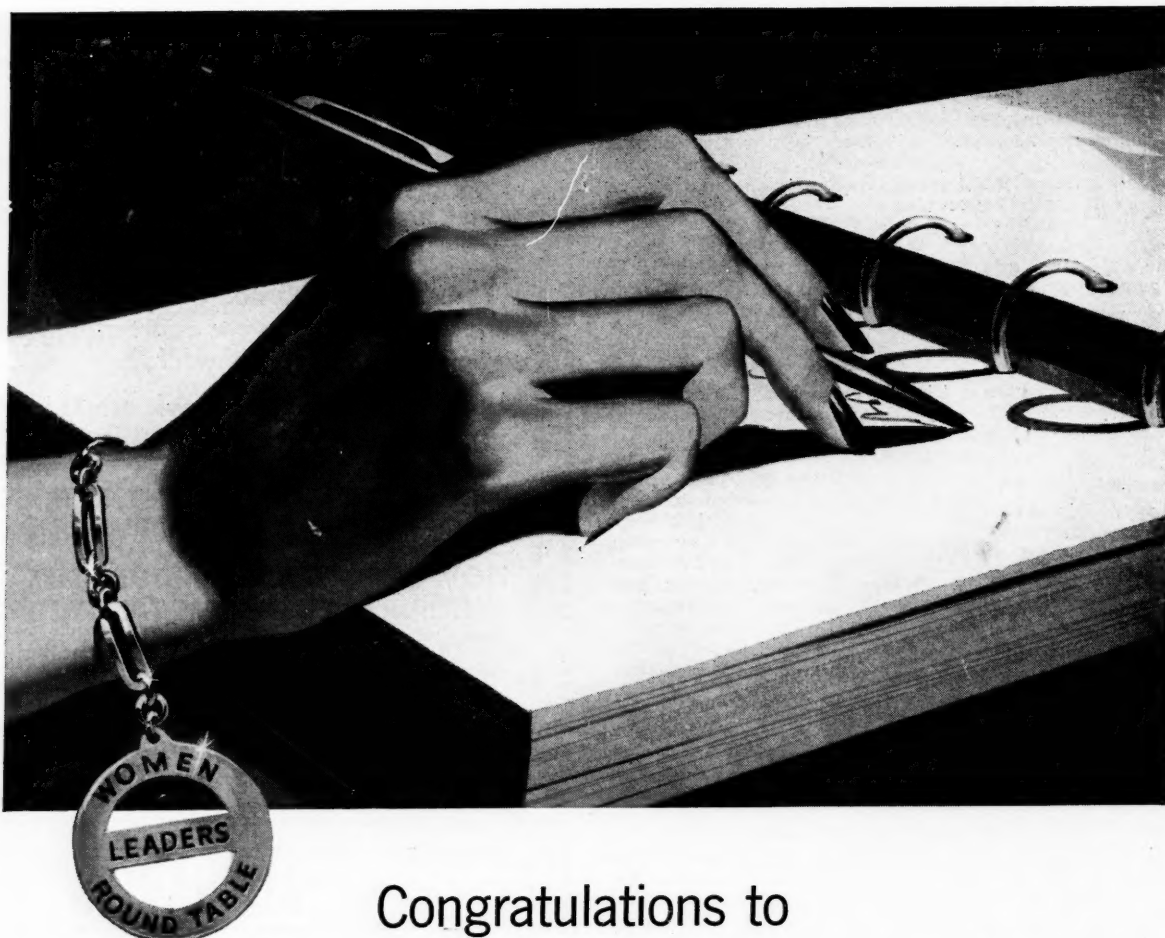
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Congratulations to 60 of Nylic's finest and to every member of the 1959 Women Leaders Round Table

This year 60 New York Life agents attained membership in the Women Leaders Round Table . . . the largest group ever for any company . . . the sixteenth consecutive year of Nylic leadership!

The life underwriter who qualifies for the Women Leaders Round Table of the National Association of Life Underwriters can take pride in her accomplishment. For not only does this signify outstanding service to her clients, but to her company and the life insurance profession as well. This is public recognition that a woman can become a successful life underwriter.

New York Life is gratified at the record-breaking representation made by Nylic agents at the 1959 Table. We feel it helps demonstrate how a Nylic agent benefits from the Company's comprehensive Advanced Training Program.

We take special pleasure in the fact that Arlene Weitzel, C.L.U., of our Vermont General Office, is the newly elected Chairman of the Women Leaders Round Table. To her and to each of her talented colleagues—a well deserved "well-done" from all of us at New York Life!



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